

Have a Very Berry Summer!

Artisan's Brewery and Italian Grill

Driving Sales with Rewards Programs

Segovia Restaurant

Success with Spanish Flair

Salads 101

The Culinary Institute of America

Chefie's Big Phat Salads Part 2

Executive Chef Robert Conti

A Publication of



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FOODSERVICE - AFI

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ConAgra Foodservice

From morning rush to closeSM

Put Our Prod



Old Fashioned Hot Fudge Topping

J.Hungerford Smith
55036.....6/96 oz

Butterscotch Fudge Topping

J.Hungerford Smith
89295.....6/96 oz



Caramel Topping

J.Hungerford Smith
34633.....6/96 oz



Ketchup Squeeze Bottle

Upside down

Hunts
875836.....12/20 oz



Spicy Brown Mustard

Squeeze bottle

Guldens
28127.....24/12 oz



FOR MORE INFORMATION & RECIPE IDEAS CONTACT
Brianna Koehler- bkoehler@summitfood.com

Products to Work for You!



Fire Roasted Diced Tomatoes

Fire roasted
Angela Mia
59045.....6/102 oz



Fiesta Salad



Seafood Linguine Medley



Canola Oil Coating

High yield
Pam
931351.....6/17 oz

Canola Soy Coating

High heat
Pam
892744.....6/17 oz

Canola Soy Coating

Saute & grill, water base
Pam
82122.....6/17 oz



876206.....	Move Over Butter.....	Butter Flavored Pan & Grill - TFF	3/1 gal
934499.....	Smart Choice	Cottonseed Canola Oil Blend - TFF	1/35 lb
868398.....	Wesson	Soy Oil - all purpose, clear	4/1 gal
54682.....	Lo-Melt	Soy Shortening - solid	6/6 lb

BRING OUT

'BRING OUT THE BEST'



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265961	Classic Aioli with Garlic	2/64 oz
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Chicken Cordon Bleu Breaded

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Lady Astor

31319.....24/7 oz



Pepper Breaded Boneless Chicken Wings

Whole muscle

Tyson

77374.....2/5 lb



Choice Beef Flat Iron Steaks

Boneless, frozen

IPB

241119.....72/4 oz

Choice Beef Flat Iron Steaks

Boneless, frozen

IPB

863727.....18/10 oz



Chicken - diced, 1/2"

Natural portions, frozen

Tyson

68441.....1/10 lb

Also Try!

Fully Cooked Swedish Meatballs - 1/4 oz	Jac Pac.....	947886.....	400/1/4 oz
Chicken Breast with Broccoli.....	Lady Astor.....	26725.....	36/4 oz
Fully Cooked Wilson Ham - 4x6.....	Wilson Foodservice	995213.....	2/15 lb avg



Wholesale Candy, Snack and Beverage Specialist

Now Introducing Vistar!

Vistar is one of the nation's largest providers of candy, snacks, beverages, and other convenience food items to the Vending, Retail, Concessions, Theatre, Fundraising, and Coffee Service industries. They are, as we are, a member of *Performance Food Group*, and now their services are available to you through Performance Foodservice-AFI.

At our last Manufacturers' Conference we had a Vistar representative at a booth, and to our amazement many of you already buy these items either through competitors of Vistar, local jobbers, or C Stores. Well, now you can add Performance Foodservice-AFI to the list. We have put together a comprehensive program that will service the largest users right down to the smallest. For instance, if you are a customer that takes large deliveries, over \$750, your delivery will come on a Vistar truck. However, if you only purchase in small quantities, \$75 or more, we will drop ship the product through FedEx.

These items are fun to sell, your customers know the brands, and they can be very profitable to your operation. Anyone who has a cash register can be in this business overnight. Whether it's Hershey Bars, Cliff Bars, Lifesavers, Tic Tac's, Wrigley's Gum, Tylenol, or Duracell Batteries, we have a huge array of impulse items for your operation!

Vistar is the latest in our broadening category offerings here at Performance Foodservice-AFI. Along with Roma Foods and our Custom Cut Meat operation, we will continue to provide the most unique product offerings in the market place.



Please contact your representative with any questions about the program.

In closing, I would like to thank you for your business and ask you to please contact me directly with any questions, ideas, or comments.

Enjoy the summer. As we know they go faster and faster each year!

Sincerely,

Mike Irwin

President, Performance Foodservice-AFI
908.436.3878



Announcement!

We are pleased to announce that **Chuck Cuomo** has been promoted to the position of CEO of AFI with added responsibilities for five operating companies in the Performance Food Group family. He will guide *AFI, Carroll County Foods - Baltimore, Virginia Foodservice, Roma - New Jersey, and Roma - Mid Atlantic* to new levels of growth. Chuck has been President of AFI for the last 10 years and through his management has taken AFI from a small broadline distributor to the market leader that it is today.

Michael Irwin has been promoted to the position of President of Performance Foodservice-AFI. Under his leadership as Executive Vice President of AFI, Mike has driven growth and expansion of the Opco in the face of challenging economic times. His goal is to continue to provide quality service and profitable opportunities for AFI customers.

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The Culinary Institute of America

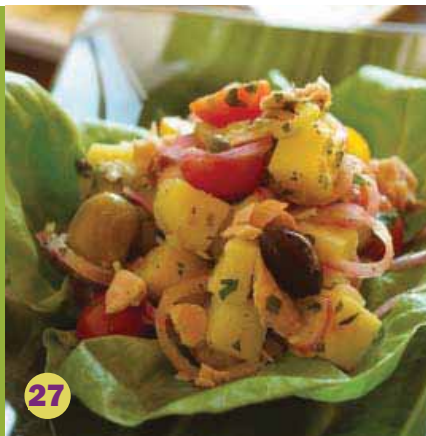
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Executive Chef Robert Conti

On the Cover:

Have a very berry summer!

Try our fresh Blueberries
#963799, Raspberries #24117,
Blackberries #963800 and
Strawberries #921176.



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Got News?

We welcome news about your operation, staff or you! Share your news with us by emailing Jennifer Curia, AFI at jcuria@pfgc.com.

To read this issue and earlier volumes of Culinary Edge Magazine, go to www.pfgafi.com. Also, access this website for valuable Manufacturer Rebates and Coupons. From the homepage, simply click Featured Manufacturers and Rebates and print on demand.

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915982	10/18 oz
966188	10/20 oz
966337	9/24 oz
975662	9/28 oz
227877	6/32 oz
966184	5/48 oz

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Italian Fire Roasted Red Peppers

231623..... 12/28 oz

As with all Roma Brand products, we work with our producers to provide the finest quality and to always achieve freshness and proper texture when processing and packing fruits. Good fruit selection and good process allows for minimal use of citric acid when packing peppers. Citric acid is a necessary evil in fruit packing, such as with peppers and tomatoes. It's needed to prevent spoilage but can mask the fresh flavor of the pack. We encourage our producers to provide quality fruit for our pack to minimize its use. Thus, you will find in each can of Roma Brand Sweet Red Roasted Peppers fully ripened and fully roasted sweet peppers that can be used for many kitchen applications.

Buon Appetito.

Lou M. Piancone
Import Specialist



Arugula



Baby Dill



Basil



Chervil



Chives



Italian Parsley



Marjoram



Mint



Opal Basil



Oregano



Rosemary



Sage



Savory



Tarragon



Thyme



Fresh Culinary Herbs

855569.... Basil 1/4 oz
 855502.... Basil 1/2.2 lb
 855570.... Basil 1/8 oz
 855554.... Chives 1/1 lb
 855551.... Chives 1/4 oz
 855552.... Chives 1/8 oz
 855548.... Cilantro 1/4 oz
 855545.... Dill 1/4 oz
 855546.... Dill 1/8 oz

855538.... Mint 1/4 oz
 855532.... Oregano 1/4 oz
 855535.... Parsley 1/4 oz
 855530.... Rosemary 1/8 oz
 855529.... Rosemary 1/4 oz
 855526.... Sage 1/4 oz
 855513.... Tarragon 1/4 oz
 855509.... Thyme 1/4 oz
 61537 Edible Orchids... 1/100 count



Ricotta Gnocchi with Spring Lamb Ragout - handmade gnocchi, pulled lamb meat, wine, tomato, aromatic vegetables, wild ramp, fava beans, pecorino romano

Artisan's Brewery and Italian Grill

Ever-changing Offerings and Customer Loyalty Promotions Keep Artisan's Successful

Ever since they grew up in and around their father's restaurant in Newark, NJ, brothers **Peter and Petros Gregorakis** have been planning to go into the restaurant business together. More than 10 years ago that dream became a reality, and now they are the proud and passionate owners of the recently renovated and renamed Artisan's Brewery and Italian Grill in Toms River. Their success stems from a hands-on approach to growing their business and their philosophy of adapting to changing times, listening to their customers, and developing promotions that build loyalty with their clientele.

"What makes us unique is that we constantly evaluate every aspect of our operations and make quick changes to please our customers," says Peter. "We revise our menu, our specials and wine offerings regularly based on what our customers tell us with their buying decisions."

In addition to enjoying **Executive Chef Steven Farley's** classic Mediterranean dishes and specials with a hint of Asian influence, the Artisan's dining experience also includes the option of joining Artisan's Wine Club, Mug Club, and Cigar Club.



Crab & Spaghetti - grape tomatoes, wild ramps, jumbo lump and lump crab, sherry cream sauce

These promotional programs provide great benefits for an annual membership fee which allows members to buy bottles of wine at half price, enjoy any 18 oz beer for \$2.95 or relax in a comfortable atmosphere with fellow cigar aficionados.

“We want to give our customers good reasons to come dine at Artisan’s even beyond the great food,” says Peter. With our Rewards Program, our regular customers earn gift certificates and club members enjoy special meal prices on Members’ Night on Thursdays.”

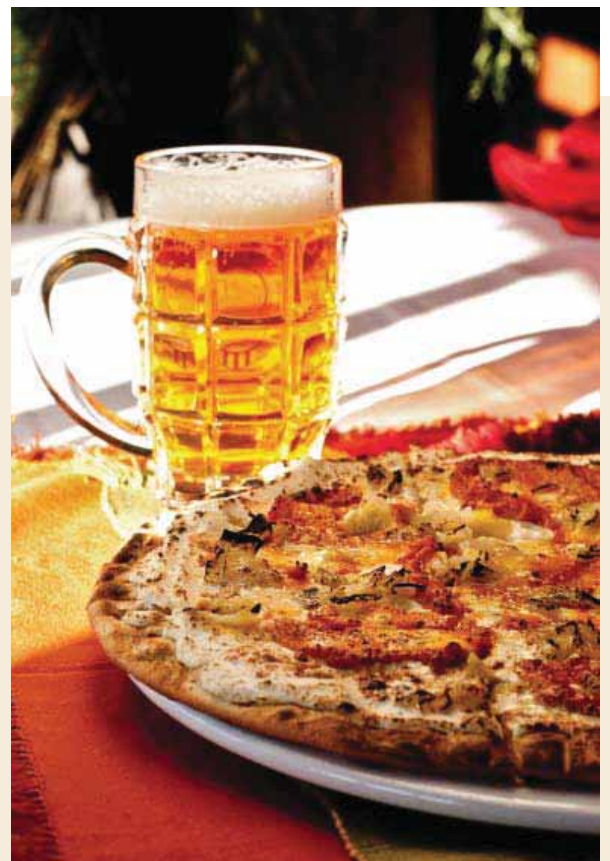
Chef Farley prepares about six special appetizers and entrées every day ranging from grilled octopus, to spring spinach salad with strawberries and almonds, to soft shell crabs and black grouper. He describes his work as home cooked food, made from scratch with thought and passion inspired by ethnic influences including Italian, Greek, Latin, and Asian.

Artisan’s offers traditional favorites and adventurous culinary creations at every price point with regular and three seasonal beer selections brewed on premise.

“Just a few years ago, people could afford to eat out every night, but today, you really have to provide value, variety, and great service to keep customers happy.”



Veal Meatballs, Polenta and Parmigiano - 5 meatballs skewered with crispy polenta, parmigiano Reggiano



A slice of pizza with a mug of micro-brewed beer or a glass of one of the 150 wine selections at Artisan’s are the key to this family-style restaurant’s popularity in South Jersey.



Chef Farley prepares about six special appetizers and entrées every day ranging from grilled octopus, to spring spinach salad with strawberries and almonds, to soft shell crabs and black grouper.

Executive Chef Steven Farley



(l to r) Patty Gregorakis, Peter Gregorakis, Kim Gregorakis, Pete Gregorakis



(l to r) Pete Gregorakis, Gary Mayer, Peter Gregorakis

Artisan's Brewery and Italian Grill

1171 Hooper Avenue
Tom's River, NJ 08753

732.244.7566 fax 732.244.7662

Owners: Peter and Pete Gregorakis
PFG-AFI: Gary Mayer, Sr. Area Manager





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- Pizzerias
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Segovia Restaurant

Success with Spanish Flair



Paella Marinera - Seafood Combination with Saffron rice



It's not easy for a small business, especially a restaurant, to establish a large online community.

The nearly 1,000 Facebook friends of Segovia Restaurant in Moonachie, NJ, however, are proving that it is possible as they share their excitement telling the world what great meals and memories connect them to Segovia where “they have the best red and white Sangria,” “fantastic seafood,” and great “steaks the size of your head.”

Owners Manny Martinez and Tony Treus have been serving their clientele for more than 25 years, and their commitment and skill earned them the “Best Spanish/Portuguese Restaurant in North New Jersey” title by New Jersey Magazine. In addition, Zagat raves “beyond generous portions,” and “best in the area.”

The business plan for Segovia has always been simple: provide great food and great value. The 3-lb New York Strip Steak Segovia, the Seafood Casserole with Spanish Sauce, and the Segovia Sangria by the pitcher are only a few of the locals' favorites. Other specialties of the house include a wide selection of tapas, paella, seafood, poultry, pork and veal dishes with Spanish flair.

Segovia Steakhouse

New Location in Little Ferry, NJ

With the success of Segovia Restaurant well established, Manny and Tony embarked on a journey to create Segovia Steakhouse in Little Ferry, NJ. Nearly three years later, Segovia Steakhouse opened on Sunday, April 20, with Manny and Tony toasting to the grand opening of their second dining establishment celebrating with loyal customers and local dignitaries.

"It was our vision for a spectacular restaurant with high-quality food and outstanding value that kept us strong through all the work of designing our kitchen, the dining room, obtaining all the permits, and everything else that comes with opening a new place," said co-owner Manny Martinez. "We know this area and understand our customers, so we set out to build a place that will offer exceptional steak meals and a memorable dining experience."

Only two miles away from the "original" Segovia, the menu at the new steakhouse features Certified Angus Beef® Porterhouse, T-bone and other steak dishes to delight diners.

Starting out in the food business nearly three decades ago, Manny and Tony have washed dishes, tended the bar, and learned everything there is to know about running a successful restaurant.

"We did everything ourselves from designing the décor, planning our menu, hiring the staff, and that makes it all the more special to us, and, we hope, to our customers," said Manny. "While the focus of the Segovia Steakhouse is slightly different than that of our family-style Segovia Restaurant, our dedication to providing great value to our customers will remain the Segovia promise at both locations."

Segovia Steakhouse

217 Main Street
Little Ferry, NJ 07643
201.814.1100



Mariscada - Seafood Casserole with green sauce, fillet of sole lobster, scallops, shrimp, clams & mussels



Steak Segovia -New York Strip Steak 48 oz



Combinacion de Cola de Langosta y Solomillo Surf & Turf
(12 oz Filet Mignon and 12 oz lobster)



Camarones Ajillo - Shrimp in Garlic Sauce



Segovia Special Blend Sangria served by the pitcher, half pitcher and glass made on the premises



Flan



left to right: Manny Martinez, Mike Julis, Benny Castro, Art Amari, Tony Treus



Segovia Restaurant

Oldest & Best Spanish Restaurant in New Jersey

150 Moonachie Road

Moonachie, NJ 07074

201.641.4266

Segovia Steakhouse

217 Main Street

Little Ferry, NJ 07643

201.814.1100

Owners/Partners: Tony Treus

Manny Martinez

PFG-AFI: Art Amari, Area Manager

Mike Julis, District Manager

Fresh Flavors Yield Cool TREATS



by Scott Popovic, Corporate Chef at Certified Angus Beef LLC

This time of year, your customers are looking for ways to beat the heat. They savor lighter fare with crisp, cool flavors. I like to serve lots of fruits and light, sweeter tastes to balance a classic dish, like strip steak with a root beer reduction.

As I was preparing for a recent cooking demonstration in Bermuda, I planned this unique presentation for grilling season. I really wanted to show the versatility of strip steak and pair it with ingredients that chefs on the island may not use often. About 30 chefs participated in the event, and they all came back for seconds ... or thirds.

This dish is based on the rich, deep flavor of the strip, which is intensified by the roasting process and premium marbling of the Certified Angus Beef® brand and balanced with the sweetness of boniato. Distinctive textures of jicama and mango add layers of fresh, crisp tastes, while the root beer lends a sweet, earthy bite.

From coast to coast, root beer has become a very popular flavoring. It's not just for sorbets, floats or ice cream anymore! It can be used to marinate a flank steak or reduced to a sauce, like I did. Other complimentary ingredients to use for summer are fresh herbs, fruits and even dark chocolate, which pair well with the richness of beef.

Marbling in the Certified Angus Beef® filet of strip really gives a nice balance to the tartness of the root beer and acidity of the mango. Other cuts to use with unique tastes include ribeye, flat iron, hanger steak as well as braised and barbecued short ribs. Their rich marbling provides a robust base for more acidic, sweet or even spicy flavors.



Roasted Filet of Strip Steak with Boniato Mash, Jicama, Mango Slaw and Root Beer Reduction

Yields: 12 servings

Ingredients

- 9 pounds Certified Angus Beef® filet of strip steak, no vein
- 5 pounds boniato, peeled and diced
- 1/2 gallon milk
- 4 ounces unsalted butter, melted
- 2 mangos, peeled and julienned thin
- 1 medium jicama, peeled and julienned thin
- Half a bunch cilantro, picked
- 2 tablespoons rice wine vinegar
- 1 tablespoons grape seed oil
- 1 quart root beer, reduced to syrup and put in squeeze bottle
- Salt and pepper to taste

Instructions

1. For Boniato Mash: cover diced boniato with milk in a medium pan, season with salt and cook until soft. Drain and reserve milk. Rice boniato, adding butter and milk to desired consistency. Season with salt and pepper to taste.
2. For slaw: combine mango, jicama, cilantro, vinegar and oil at time of service. Season with salt and pepper to taste.
3. Season steaks with salt and pepper and roast to medium rare doneness. Let rest, slice into 7- to 8-ounce portions and serve.
4. Drizzle syrup on plate.

Recipe provided by the Certified Angus Beef® brand

Italian Style Gelato



Lou Piancone
Import Specialist,
Performance Foodservice - AFI
908-436-4964

With the growing popularity of Italian Style Gelato, Roma Food decided to add a “Piancone Brand” Gelato to its family of branded desserts. In 2005, Roma established a relationship with a quality manufacturer who could stay true to the tradition of Italian Gelato makers. After thorough product testing, Piancone Gelato was introduced to the market in multiple flavors.

These specialized desserts are produced using 60+ year old recipes from Sicily, where Gelato originates. Our producer travels to Italy twice annually to constantly search for the finest ingredients, supplies, equipment and new methodology. Collectively, our passion is great tasting Gelato!

Piancone Gelato embodies the traditional Artisan Hot Process which includes pasteurization with commercially engineered Italian equipment. Piancone Gelati are produced by a team of Gelato makers that are trained annually on location in Italy, leaving with the same passion and skill from the finest Gelato craftsmen in the world.

Historically, Gelato dates back to ancient times as a frozen dessert, where ancient Rome and Egypt made it from ice and snow brought down from mountain tops and preserved below ground. During the 16th and 17th centuries, Gelato made some improvements in Italy, but further modernization and popularity came in the early 1900's. A misconception of gelato is that the word “gelato” is related to “gelatin” and is an ingredient. In Italian, “gelato” literally and only means “frozen”. Traditional gelato recipes do not call for gelatin and the bulk of modern gelato is made mainly with milk, cream, sugar and sometimes eggs. The base creams that are used in the production for Gelato are individually produced and naturally reduced in fat, and there are no powder bases used to achieve a lower fat content. People say the only difference between our Gelato and Italy's finest is “the cow”.

So if you were in Italy and wanted Gelato, one would go to a Gelateria. There you would find an array of delicious flavors. This Italian style of ice cream shop has recently started to pop up in major cities here in the U.S. Today you can bring the taste of Italy to your customers without the expense of creating a Gelateria. Add one flavor of Piancone Gelato or a few to your dessert menu for the summer or year round and watch your dessert profits grow.



233298.....Pistachio Gelato	1/5 liter tub
233291.....Dark Chocolate Gelato	1/5 liter tub
102985.....Vanilla Bean Gelato	1/5 liter tub
118599.....Cappuccino Gelato	1/5 liter tub
238668.....Raspberry Sorbet.....	1/5 liter tub



Gelato vs Ice Cream....Is there a difference?

There sure is. Even though Gelato or Congelato is Italian for “frozen”, over time Gelato also became the word in Italy for ice cream. Of course, Gelato is made differently than ice cream made here in the U.S. Gelato has a lower fat base cream, typically 5 to 8%, and therefore contains lower calories. It also contains less air which is known as “over run”. The production of Gelato is a delicate process using a precise measurement of ingredients, ultimately producing a fine dessert that is all natural, denser, with a creamier texture and is more flavorful than standard ice cream.

IDEAS FOR MAKING SEAFOOD THE CATCH OF EVERY DAY.

America's new emphasis on healthy eating has made seafood a real lure on menus from coast to coast. Rich in both nutrition and flavor, seafood has a growing wave of customers falling for it—hook, line and sinker.



REAL KEEPERS: SEAFOOD TRENDS

- Fish was the fastest rising protein in 2008 (*Flavor & The Menu 2009*, Technomic Dinner Consumer Trend Report)
- Seafood is the protein least likely prepared at home by consumers (*Seafood Business 2009*)
- A recent consumer survey found 86% choose seafood because they like the way it tastes, 83% because they believe it is good for them (Hole Group 2009)
- Consumers' preferred seafood preparation is baked/broiled, closely followed by grilled (NPD, *Seafood Business 2008*)
- Top entrée flavors for fish in full service restaurants are Lemon, Asian, Spicy, Garlic, Ginger, Pepper, Miso, Wasabi and Cajun (Technomic 2009)
- Top Shellfish entrée flavors in full service restaurants are Garlic, Lemon, Spicy, Asian, Coconut, Mustard, Chili, Mexican and Basil (Technomic 2009)
- Crab cakes are the #1 specialty seafood entrée ordered in full service restaurants (NPD Group 2008)

BEST SELLING SPECIES IN RESTAURANTS*

- | | |
|--------------------|-------------|
| 1. Shrimp (Farmed) | 6. Tilapia |
| 2. Salmon | 7. Scallops |
| 3. Crab | 8. Cod |
| 4. Shrimp (Wild) | 9. Halibut |
| 5. Tuna | 10. Catfish |

* *Seafood Business 2008*

† Monterey Bay Aquarium offers a pocket guide on sustainable fish for buyers (montereybayaquarium.org)

PREPARING AND PRESENTING SEAFOOD: WHAT'S HOT

- Cedar-Planked Cooking
- Ceviche
- Freshwater Fish
- Fruit & Fish Pairings
- Grilled Fish Sandwiches & Sliders
- Grilling
- Highlighting Source of Fish on Menus
- Smoking
- Sustainable Seafood†
- Whole Fish Presentations

WHAT'S NEXT WITH SEAFOOD?

Growing scarcity of popular fish species means restaurants will menu less-familiar species more often in the future. Today's salmon may be tomorrow's Barramundi.

NRA's "What's Hot Survey" 2009 reported that 71% of ACF chefs cited Branzino, Arctic Char and Barramundi as the hottest fish.

Ongoing studies predict as many as 5,000 unknown fish species are yet to be discovered. Each "new" fish brings a fresh opportunity for you to define its perfect flavor companion.



Monterey Seared Shrimp

Spicy Monterey-Style Marinade

Serves 4	Serves 24	Ingredients
2 Tbsp.	¾ cup	Lawry's® Roasted Garlic & Red Bell Pepper, Monterey Style Seasoning [263459.....1/21 oz]
½ cup	3 cups	lemon juice
1 tsp.	2 Tbsp.	McCormick CulinarySM Ground Cayenne Pepper [242859.....1/14 oz]
½ cup	3 cups	olive oil

Monterey Seared Shrimp

32	192	jumbo shrimp, peeled and deveined
1 Tbsp.	1/3 cup	Lawry's® Roasted Garlic & Red Bell Pepper, Monterey Style Seasoning
¼ cup	1 ½ cups	vegetable oil
7 cups	10 ½ qt.	baby spinach leaves
1 ½ cups	9 cups	red peppers, roasted peeled, seeded, julienned

Large, plump shrimp marinated in a spicy Monterey Style marinade, sprinkled with garlic pepper seasoning, and sautéed in oil. This west coast style sauté includes fresh and healthy red bell pepper and baby spinach.

Combine seasoning, lemon juice, cayenne and oil.

Combine Spicy Monterey-style Marinade (see recipe) with shrimp. Marinate for at least 1 hour, or up to 4 hours. Sprinkle shrimp with garlic pepper seasoning and toss to coat evenly. Sauté in oil for 5-7 minutes over medium-high heat, add spinach and roasted red peppers and cook until shrimp are fully cooked and spinach is wilted.

Yield: 4 or 24 servings, 11.5 ounces each



SERVING SUGGESTION — Add a couple slices of warm baguette seasoned with **McCormick CulinarySM Roasted Garlic Bread Seasoning**.



Good source of calcium.



Excellent source of protein, Vitamin A and C and iron.

Chefs Prepare for National Spotlight

Dozens of chefs and students in the Northeast take home the American Culinary Federation's top prizes in Hershey, Pa., and advance to the national level.

More than 600 people attended the 2010 American Culinary Federation (ACF) Northeast Regional Conference, hosted by ACF Harrisburg Chapter, in Hershey, Pa., March 13–15. Industry leaders discussed culinary trends and issues in educational seminars and cooking demos, and the best chefs in the region faced-off in live competitions. Here is a look at this year's regional award winners. The recipients will compete for national titles against their winning regional counterparts at the 2010 ACF National Convention in Anaheim, Calif., Aug. 2–5.



Photo courtesy of AOCVCB

Chef of the Year

Sponsored by Unilever Foodsolutions

Michael Matarazzo

Executive Chef

Bear Mountain Inn

Bear Mountain, N.Y.

ACF National Chapter

Hermann G. Rusch Chef's Achievement Award

Americo DiFronzo, CCE, AAC

Executive Chef

American Food Systems, Inc.

Burlington, Mass.

ACF Epicurean Club of Boston

Pastry Chef of the Year

Sponsored by Splenda®

Jennifer Kopp, CEPC

Pastry Chef

Chevy Chase Club

Chevy Chase, Md.

ACF Nations Capital Chefs Association

Chef Professionalism Award

Sponsored by Minor's®

Douglas Patten, CEC, CCA

Corporate Executive Chef

Flik International/Compass Group

Rye Brook, N.Y.

ACF Epicurean Club of Boston

Chef Educator of the Year

Maureen Costello-Garfolo, CEC, CCE

Chef-Instructor

Le Cordon Bleu Institute of Culinary Arts

in Pittsburgh

Pittsburgh

ACF Pittsburgh Chapter

Student Chef of the Year

Sponsored by Custom Culinary, Inc.

Corey Siegel, CC

Student

The Culinary Institute of America

Hyde Park, N.Y.

ACF of Greater Buffalo New York

Baron H. Galand Culinary Knowledge Bowl

Sponsored by American Technical Publishers

Westmoreland County Community College

ACF Laurel Highlands Chapter

Carol Baier, Ellen Cervone, Rebecca Hawk,

Dianne Palmieri, Allison Yeagley; Cindy

Komarinski, CCC, CCE, coach

Student Team Regional Championship

Sponsored by R.L. Schreiber, Inc.

ACF Chefs and Cooks of the Catskill Mountains

State University of New York at Delhi

Julie Hernandez, Kenneth Liranzo,

Joseph Michaud, Mike Specioso, Sarah

Thurgood; Victor Sommo, CSC, coach

The award recipients listed below were recognized for their outstanding contributions and goodwill.

Chapter of the Year

ACF Rhode Island Chapter

Chapter Achievement Awards

ACF Capital District—Central New York

ACF Columbus Chapter

ACF Epicurean Club of Boston

ACF Pittsburgh Chapter

ACF Rhode Island Chapter

ACF President's Medallions

Robert Forquer, CEC, AAC culinary-arts instructor, Commonwealth Technical Institute at the Hiram G. Andrews Center (HGAC), Johnstown, Pa.; ACF Conemaugh Valley Culinary Association

Thomas Hannum, CEC, safety manager, DuPont Hospitality, Wilmington, Del.; ACF First State Chefs Association

Brian Peffley, CEPC, CCE, pastry instructor, Lebanon County Career and Technology Center, Lebanon, Pa.; ACF Harrisburg Chapter

Ka-Ron Thomas, executive chef, The International Culinary School at The Art Institute of Philadelphia, Philadelphia; ACF Philadelphia Chapter

Cutting Edge Award

Maria Campbell, CEC, chef-instructor, The International Culinary School at The Art Institute of Philadelphia, Philadelphia; ACF Philadelphia Chapter

Mark Kent, CEC, operations manager, University of Akron, Akron, Ohio; ACF Akron-Canton Area Cooks and Chefs Association

Linda Musch, CCE, AAC, chef-instructor, Chariho Area Career and Technical Center, Wood River Junction, R.I.; ACF Rhode Island Chapter

American Academy of Chefs Gives Back

The American Academy of Chefs gave a \$1,000 grant to the Northeast Region Student Team Regional Champion, **ACF Chefs and Cooks of the Catskill Mountains/State University of New York at Delhi**, to assist the team with expenses to travel to the national competition at the 2010 ACF National Convention in Anaheim, Calif., Aug. 2–5.



2010 NATIONAL CONVENTION

American Culinary Federation | AUG. 2-5



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Anaheim, CA



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To Bake Up
Higher
Sales**

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Whipped Cream 8" TFF
Sara Lee.....1967.....6/36 oz

Black Forest Layer Cake

8" TFF
Sara Lee.....9203.....6/38 oz

Angel Food Cake

Round 8" TFF
Sara Lee.....368883.....6/22 oz

Chocolate Sheet Cake

12"x16" TFF
Sara Lee.....8284.....4/74 oz

Viva Tiramisu Cake

Round 10" TFF
Sara Lee.....8123.....2/14 slice

Chef Pierre®

Build Up Sales with *Fresh Baked on Premises Pies*

Chocolate Cream Pie

Ready to use, no sugar added 10" TFF
Chef Pierre.....889303.....6/28 oz

Cherry Pie

Ready to bake, reduced fat,
no sugar added 10" TFF
Chef Pierre.....345354.....6/46 oz

Lemon Crunch Pie 10"

Ready to bake
Chef Pierre.....993910.....6/46 oz

Chocolate Peanut Butter Silk Pie

Thaw and serve
Chef Pierre.....51596.....4/10 in

Introducing David's Handcrafted Thaw & Serve Danish and Cinnamon Rolls



***Your Search for the Best
Danish & Cinnamon Rolls Just Ended!***

Cinnamon Roll

271279.....24/5.5 oz

Cinnamon Rolls • 5.5 oz each

Cinnamon rolls are everyone's favorite. The challenge is to make a cinnamon roll filling that has the right combination of robust cinnamon and brown sugar. You will notice that, once thawed to room temperature, our cinnamon filling is moist and evenly "gooey". We strongly suggest that where there is a microwave there is a hot cinnamon roll. Heated or not, the combination of brown sugar, cinnamon and fondant icing was designed to produce a melt-in-your mouth experience.



Cheese Danish

271283.....24/4.5 oz

Cheese Danish

A great cheese danish is made by marrying great dough with a great cheese filling. Then we strive to make sure there is cheese in every bite by stuffing as much cheese in the pastry as possible. **David's 4 oz cheese danish contains nearly 50% cheese by weight.** We finish it off by striping it with heated fondant so the combination of flaky dough, cheese and icing create a taste sensation that can only be described as "crave-able". **Also available with nuts.**



Nut Danish

271282.....24/4 oz

Also available for breakfast offerings or grab n' go!



Original Butter Crumb Cake TFF

999743 2/9 lb trays
48/6 oz



Chocolate Swirl Crumb Cake TFF

999742 2/9 lb trays
48/6 oz

⚾ Kraft's Winning New Line-Up of ⚾
Extra Virgin Olive Oil Vinaigrette Dressings



267023 2/1 Gal Lime Cilantro Vigt.
244388 4/1 Gal Greek Vigt. with Feta
244451 4/1 Gal Sun Dried Tomato Vigt.



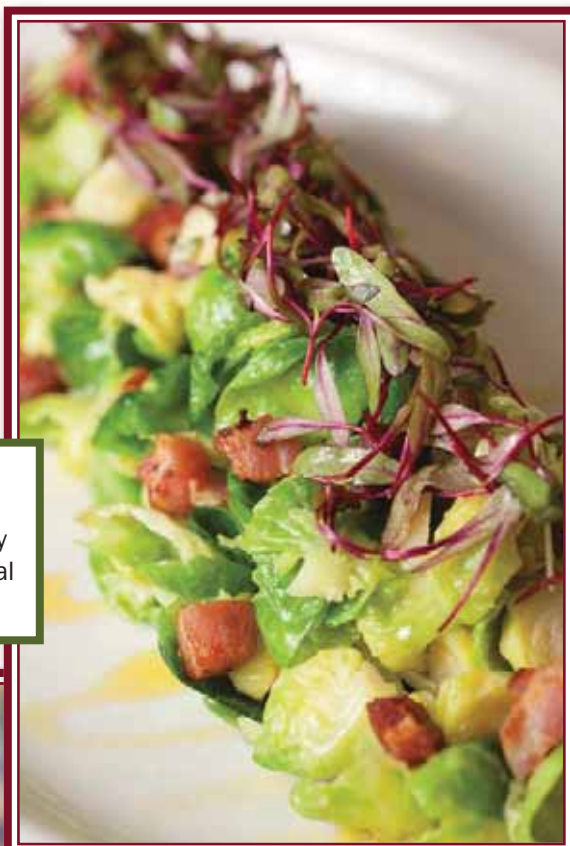
For Free Samples, Please Contact Ed Boock at edward.boock@kraft.com or (267) 994-5105

Salads 101



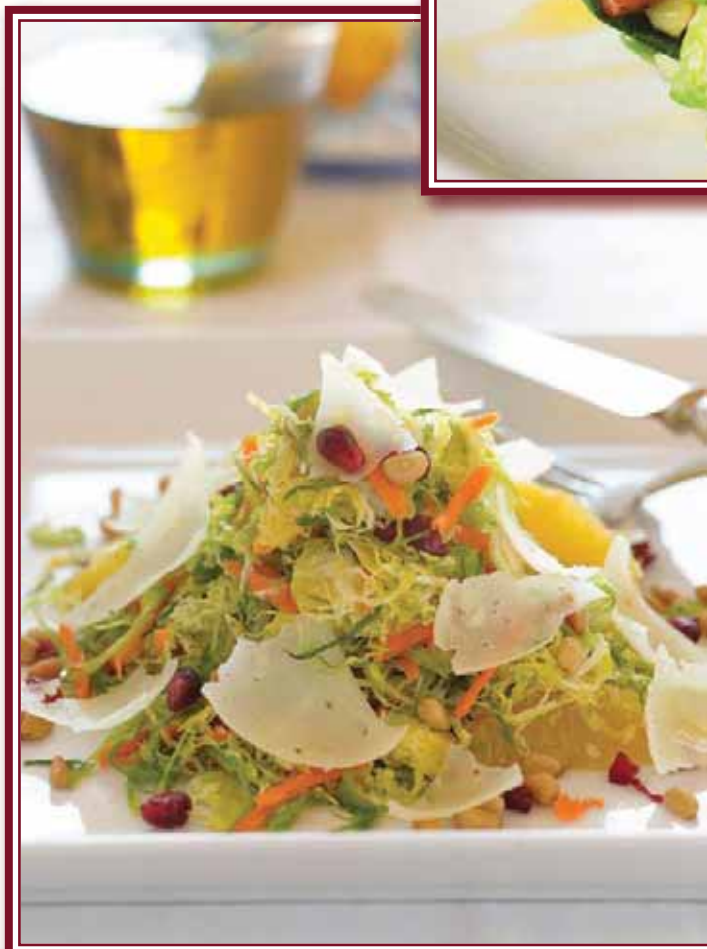
For More Information

Please visit www.prochef.com to learn more about The Culinary Institute of America's professional development programs.



From time immemorial, tender greens and vegetables have been pulled from the earth and eaten with a variety of dressings and accompaniments. The word salad, derived from the Latin word for salt, probably originated to describe a mixture of vegetables preserved through pickling, and enjoyed as part of the meal or to stimulate the appetite, much like today's antipasto. In modern kitchens, chefs and operators favor salads for their low food and labor cost, ease of execution and broad acceptance by nearly all customers. The once common, iceberg lettuce, served chilled with thick ranch dressing, has been replaced by an assortment of greens whose popularity has trickled down from white-tablecloth restaurants to fast-food operations seeking to meet their customers' demand for healthy choices that are balanced, nutritious, and flavorful.

A great salad is something to remember. It is crisp and cold pairs beautifully with a dressing and, whether served first or last, is a welcome addition to a meal. In today's global market, there are a myriad of greens to choose from, each with a unique flavor and texture. To simplify the choices, greens can be categorized by flavor and varieties.



Mild Greens

Mild greens are delicate in flavor and have a variety of textures and quality characteristics. Although there are many specific varieties, they fall into several types: butterhead, leaf, and crisphead. Butterhead lettuce, which includes Boston and bibb, are round in shape with loose leaves that are tender, soft, and mild in flavor. Leaf lettuce, including red and green leaf, has long open heads with mild flavor and crisp texture. Crisphead varieties include both romaine and iceberg and are enjoyed for their very crisp texture and high water content. Iceberg lettuce is thought to have derived its name from the crushed ice used to keep it cold during shipping. Although its unique qualities and possible overuse throughout the 60-70's caused it to fall out of favor and was replaced by more unique types, recently there has been a resurgence in its popularity.



Edible Flowers

Edible flowers are best used with a light hand. Large buds are hard to chew and are sometimes overly aggressive in flavor and often seem out of place. Instead, just add a few petals, or the more delicate herb flowers, for a hint of flavor. Treat flowers with the care and respect accorded all greens; avoid using any from unknown sources since they could be contaminated with pesticides and chemicals.

Bitter and Spicy Greens

Unlike Italy, America is a country that is slow to accept the aggressive flavor associated with certain types of greens. Many bitter varieties are too tough to eat raw and must be braised. However, types such as escarole, frisee, watercress, radicchio, arugula, and Belgian endive are great additions to balance an overall flavor profile, adding depth when contrasted correctly with the sweet, sour, and salty elements of the dressing.



Micro Greens

These are actually the seedlings of vegetables and herbs that are grown hydroponically in greenhouses. Their flavors are mild renditions of their larger counterparts and are used as accompaniments and garnishes to salads and other cold preparations. Arugula, bull's blood (beet tops), radish, pea shoots, mustard, and red cabbage are examples of what is available at various times of the year. Their high price governs their use; very delicate, they should be handled with great care.



Prepared Mixes

During the past decade, there has been an increase in the use of prepared boxed salad mixes. This is due to many factors, including high labor cost, perceived value, ease of preparation, and just plain laziness on the part of chefs and operators. Many chefs would never allow their supplier to mix their soup ingredients prior to cooking, but do not object where salads are concerned. Unfortunately, too often the lettuce comes out of the box and into the salad bowl without a final washing, which all lettuce requires, regardless of claims to prior washing. Prepared mixes come in many varieties, including spring mix, baby mix (bmx), oriental mix (omx) and mesclun (from the French word meslumo or "mixture," often mispronounced as the psychotropic drug mescaline.) There is little standard of identity for these pre-mixed varieties, but they generally contain an assortment of mild, bitter, and spicy greens. Oriental mixes rely heavily on items such as lola rosa, red shiso, bok choy, beet greens, Swiss chard, and tat-soi, to name a few. Baby mix contains young leaves of varying colors and textures including red oak, romaine, and lola rosa. Mesclun comprises similar assortments, as well as delicate herbs such as chervil and dill and, occasionally, edible flowers.

Preparation of the Salad Greens

Chefs have strong opinions over whether to cut or pull apart heads of lettuce when preparing salad. In the past, the majority avoided cutting because of the flavor transfer of carbon steel knives. Consequently, pulling the lettuce apart became the norm. With today's knives, this is no longer a concern and many operators freely chop lettuce for consistency and speed of preparation. Regardless of your choice, proper size is determined by whether the salad is eaten with a knife and fork, or just a fork. Since all salad greens grown in the dirt or in hydroponic solutions, they must be properly washed, dried and refrigerated prior to serving. This is best accomplished by filling a clean sink or tub with very cold water and submerging and agitating the greens repeatedly to remove dirt and grit, thus chilling the leaves and allowing them to crisp up. Since they are considered ready to eat foods, chefs should wear gloves when handling the greens. Once properly cleaned, they should be placed in a clean and sanitized salad spinner until completely dried. This step is critical for the life and quality of the product. Excess moisture will greatly diminish the shelf life, cause the dressing to run off the leaves onto the plate and inhibit a crisp texture. A wide range of manual and electric spinners is available for all operations. Once properly washed and dried, the greens should be placed in a shallow container covered with a damp towel, kept cold, and used in a day or two.

Composed Salads

Composed salads get their name from the composition and arrangement of ingredients on the plate or bowl. Typically there is a well balanced selection of greens, vegetable and protein items such as grilled meat, cheeses, or hard boiled eggs. A Greek or chef salad would be an example this. One important aspect of a composed salad is that each individual item should be seasoned properly to stand alone but still be harmonious with the theme or flavor of the salad as a whole. The composed salad is a way for operators to meet the needs of those customers refocusing on healthy eating.



In today's global market, there are a myriad of greens to choose from, each with a unique flavor and texture



Vinaigrettes

Preparing vinaigrette is a balancing act that is the true test of a good chef. The difficulty lies in the simple ingredients and their opposite characteristics and flavors. The classical ratio is three parts oil to one part vinegar, with the addition of herbs, garlic, shallots and mustard. This standard ratio should be a starting point. For a reduced fat option, part of the oil can be replaced with purees of fruits and vegetables. Olive oil, high in monounsaturated fat, is a great choice; when combined with balsamic vinegar, it has great emulsification properties. Preparation in large kitchens is typically done in blenders capable of making large consistent batches. For the best flavor, use fresh herbs, onions and garlic rather than dried, and limit your par stock to what will be consumed within a day or two.

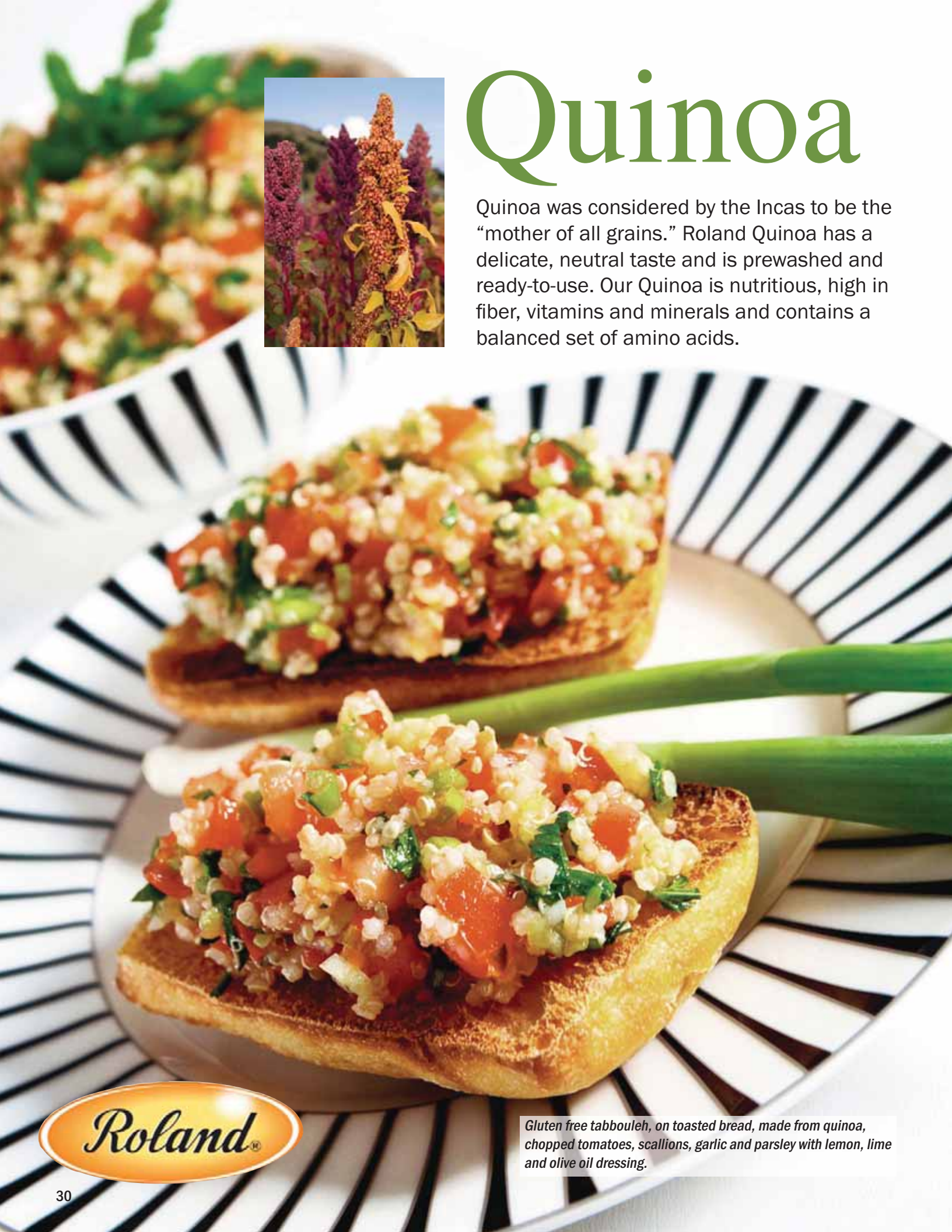
Dressing the Greens

In recent years, the tendency is to offer a huge variety of dressing, often sacrificing quality for quantity. Clearly, the proper way to serve a salad is to dress it prior to serving. Many operations still send out naked delicate greens that get crushed with the wrong heavy dressing and expect the customer to mix it on the plate. A large bowl is necessary to properly distribute the dressing without damaging the delicate herbs. Place a portion of dressing into the bottom of the cold bowl and cover it with cold greens. Tossing gently but thoroughly with a pair of tongs will help to enrobe each leaf with no residue of dressing evident on the cold plate. Tasting the final combination is often overlooked, and you will find that there is often a need for some cracked black pepper or sea salt to finish it off.

Salads can be a very profitable menu item that can distinguish a restaurant. Care in handling the greens and attention to detail in the vinaigrette and dressings are all that is needed to drive up sales. Cost analysis between pre-made and scratch products favors those made on site. The cost, quality, and ability to have a signature product outweigh any labor savings from the use of boxed lettuce and dressing. Creating your own distinctive dressing will set you apart from fellow operators who fail to offer diversity and innovation. 29

Quinoa

Quinoa was considered by the Incas to be the “mother of all grains.” Roland Quinoa has a delicate, neutral taste and is prewashed and ready-to-use. Our Quinoa is nutritious, high in fiber, vitamins and minerals and contains a balanced set of amino acids.



Gluten free tabbouleh, on toasted bread, made from quinoa, chopped tomatoes, scallions, garlic and parsley with lemon, lime and olive oil dressing.



Vegetarian Quinoa Stew served with carrots, onions, red pepper, celery, zucchini and coriander leaf.

Prewashed • Organic • Gluten Free

Natural Quinoa
972731.....1/25 lb

Red Quinoa
50778.....12/12 oz

Black Quinoa (special order)
50761.....12/12 oz

..... *Also Try This Recipe Idea!.....*

Red Quinoa with Jicama, Red Pepper & Lime

Ingredients

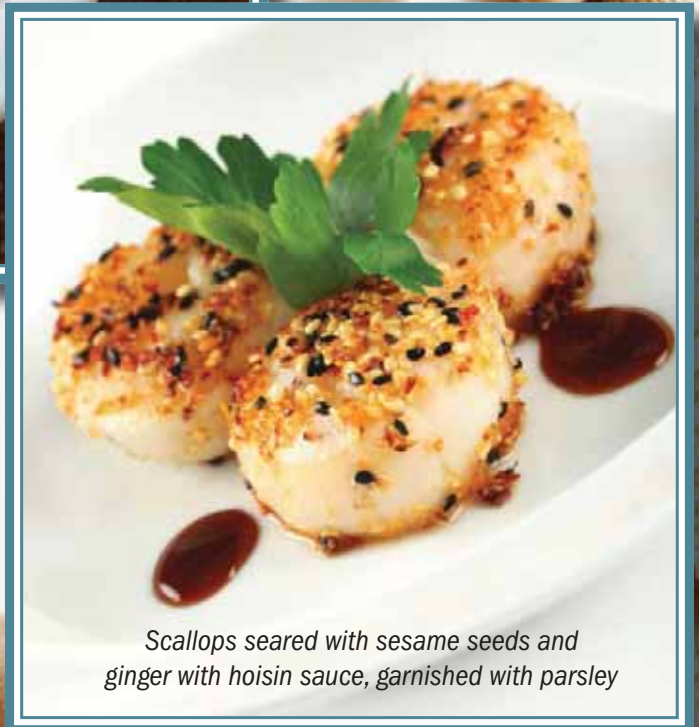
- | | | |
|-----|--------|---|
| 1 | cup | Roland® Red Quinoa |
| 2 | cups | water 1/4 tsp salt |
| 1/2 | | Jicama, medium size, cut in thin 1 inch slivers |
| 3/4 | | Red Pepper, cut in thin 1 inch diagonal slivers |
| 4 | tblsp. | Fresh cilantro, chopped |
| 3 | tblsp. | Fresh Lime Juice |
| 1 | tblsp. | Roland® extra virgin olive oil |
| 2 | tsp. | Lime zest |
| 1/2 | tsp | Honey |
| | | Pinch of cayenne pinch of cumin |
| 1/4 | tsp. | Roland® Sea Salt & freshly ground black pepper |

Directions

- Place 2 cups of water in saucepan and bring to a boil.
Add 1/4 tsp. salt.
- Add Roland Red Quinoa and reduce to simmer.
Cover saucepan.
- Cook until all liquid is absorbed, about 15 minutes.
- Remove from heat and let stand for 20 minutes, covered.
Fluff with fork.
- In a medium-sized mixing bowl, combine jicama, red pepper and cilantro.
- Make dressing of lime juice, olive oil, honey, pinch cayenne, pinch cumin, salt & pepper and lime zest.
- Pour dressing over vegetables and let stand for a few minutes.
- Mound quinoa on serving platter or individual plates.
- Spoon vegetable mixture over quinoa, leaving a visible border of red quinoa around plate. Garnish with additional cilantro if desired.
- Serve immediately, or allow to chill 2-3 hours (or overnight).
Salad will become crisp and cool.



Scallops sautéed with garlic and shallots, arranged with oven roasted tomatoes and romaine lettuce, and dressed with basil and lemon juice.



Scallops seared with sesame seeds and ginger with hoisin sauce, garnished with parsley



Scallops

Item #	Brand	Description	Pack/Size
873966	Packer	Bay Scallops - 80/100 ct, dry, IQF, domestic	6/5 lb
244862	Black Tie	Breaded Scallops - 26/30, IQF	4/3 lb
858867	Sealuxe	Scallop Pieces - IQF, domestic	2/5 lb
858651	Sealuxe	Scallops - 10/20, IQF, domestic	2/5 lb
865110	Sealuxe	Scallops - 20/30, dry, IQF, domestic	2/5 lb
242515	Sealuxe	Scallops - 20/30, IQF	2/5 lb
889052	Sealuxe	Scallops 10/20 ct - dry pack - IQF, domestic	2/5 lb
889053	Sealuxe	Scallops U/10 ct - dry pack - IQF, domestic	2/5 lb

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- **Reach culinary students and educators** through our digital magazine, *Sizzle: The American Culinary Federation Quarterly for Students of Cooking*.
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- **Accelerate your career.** Experience a once-in-a-lifetime opportunity! Be part of the Team. ACF Culinary Team USA is the official representative of the United States in major national and international culinary competitions.
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256153.....4/3 lb



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256156....4/3 lb



Caramel Latte Iced Coffee Mix

263829.....4/3 lb

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- 12-month shelf life unopened
- Shelf stable, resealable carton

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Extreme Peach Smoothie Mix 871884 6/64 oz
Mango Mania Smoothie Mix.....871885 6/64 oz
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Wildberry Blast Smoothie Mix 873008 6/64 oz



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268330.....6/15 ct

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Mini Quiche Variety 256345.....4/25 ct

Each 100 count assortment contains 25 pieces of each: Quiche Lorraine, Spinach Quiche, Monterey Jack Cheese Quiche, Garden Vegetable Quiche.



Beef Tenderloin Encroute
256290.....4/25 ct



Chicken Cornucopia Quesadillas
256341.....1/98 ct



Chicken Satay - unseasoned
256277.....4/25 ct



Spanakopita
256284.....10/10 ct



Mini Cheesecake Variety - Preportioned and pre-plattered.
Each 60 count tray contains 10 each of the following: Chocolate Curls, Pineapple, Cherry, Blueberry, Peanut Butter Nut, Lemon Coconut.
256340.....2/30 ct



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267916	Sparkling Grapefruit	24/8.4 oz
864668	Sparkling Apple	24/8.4 oz
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864671	Sparkling Blackberry	24/8.4 oz



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Corporate Executive Chef Robert Conti
908-436-3887
chefrobert@afifoods.com

Summer is the time of year when everyone is screaming for salads. Big, beautiful salads made with full flavored produce are popular for lunch or dinner entrées. Market them as weekly blackboard specials or seasonal menu items. Keep it simple with the freshest of complimentary ingredients and fantastic colors for great eye appeal. You can't go wrong. Check out Chef Robert Conti's creative pairings on eight salads that will add pizzazz to your menu and green to your bottom line.



GAZPACHO SHRIMP

Citrus Grilled Shrimp Skewers, Gazpacho Salsa, Arugula-Romaine Salad Mix, Gazpacho Vinaigrette, Roasted Peppers, Avocado, Pepper-Jack Cheese, Spicy Papitas

947481	Shrimp Skewers, citrus marinated
Chef Made	Gazpacho Salsa
867158	Assorted Tortilla wraps, angle cut and fried
951570	Baby Arugula
902580	Washed & Trimmed Romaine
Chef Made	Gazpacho Vinaigrette
867210	Red Peppers, roasted
932652	Avocado
74374	Pepper-Jack Cheese
262983	Pumpkin Seeds, toasted & salted

HAWAIIAN BEEF & GOLDEN PINEAPPLE

Teriyaki Grilled Beef Tenderloin & Pineapple Skewers, Field Greens, Cucumbers, Red Peppers, Mango Pineapple Vinaigrette, Macadamia Nuts and Toasted Coconut

48663	Tenderloin Tips & Tails
130836	Golden Pineapple
41072	6 inch Skewers
902580	Washed & Trimmed Romaine
907448	Spring Mix
963913	Hot House Cucumbers
867210	Red Peppers
958625	Mango Pineapple Vinaigrette
905861	Macadamia Nuts
966520	Coconut, toasted



PHAT SALADS 2

AWESOME SALAD PIZZA

Grilled Honey Whole Wheat Pizza Dough topped with Roasted Red & Yellow Tomatoes, Roasted Red Peppers, Goat Cheese, Roasted Beets, Baby Arugula Blood Orange White Balsamic Vinaigrette

900783	Whole Wheat Pizza Dough, grilled
946792	Honey
884812	Roasted Red Tomatoes
267380	Yellow Tomatoes, roasted
867210	Red Peppers, roasted
905517	Goat Cheese
23101	Beets, roasted, chilled, peeled
951570	Baby Arugula
Chef Made	Blood Orange White Balsamic Vinaigrette



ENSALADA TAPAS

Piquillo Peppers stuffed with Jumbo Lump Crab Salad, Grilled Artichoke Hearts filled with Goat Cheese, Marinated Grape Tomato Medley, Date filled with Blue Cheese wrapped in Bacon, Field Lettuce Mix, Tapenade Vinaigrette, Toasted Pine Nuts, Manchego Cheese

48547	Piquillo Pepper
867125	Jumbo Lump Crab Meat
880748	Artichoke Hearts
905517	Goat Cheese
270218	Grape Tomato Medley
964113	Dates
242673	Danish Blue Cheese
229841	Applewood Bacon
902580	Washed & Trimmed Romaine
907448	Spring Mix
Chef Made	Tapenade Vinaigrette
905828	Pine Nuts, toasted
948114	Manchego Cheese



MANGO MANGO CHICKEN

Mango Glazed Grilled Chicken, Mango Salsa, Field Greens, Avocado, Grape Tomato Medley, Pepper-Jack Cheese, Mango Pineapple Vinaigrette, Spicy Sunflower Seeds

158763	Chicken Breast, marinated & grilled
896931	Mango Salsa
902580	Washed & Trimmed Romaine
907448	Spring Mix
932652	Avocado
270218	Grape Tomato medley
74374	Pepper-Jack Cheese
958625	Mango Pineapple Dressing
258996	Sunflower Seeds, toasted





RASPBERRY RADICCHIO WALDORF

Honey glazed Walnuts, Granny Smith Apples, Golden Raisins, Celery, Cucumbers, Radicchio, Raspberry Vinaigrette

244277	Walnuts honey glazed
854422	Granny Smith Apples
946215	Golden Raisins
858425	Celery
963913	Hot House Cucumbers
963981	Radicchio
158915	Village Garden
	Raspberry Vinaigrette

HARRY'S BEEF CARPACCIO

Seared Chateau Steak, Grape Tomato Medley, Fennel, Balsamic Red Onions, Baby Arugula, Creamy Gorgonzola Dressing, Truffle Scented Pistachios

918349	Chateau Steak
258769	Creamy Gorgonzola Dressing
951570	Baby Arugula
23378	Fennel
907425	Red Onions
32256	Balsamic Vinegar
270218	Grape Tomato medley
228526	Pistachios
270822	Truffle Salt



TWISTED MAINE LOBSTER COBB

Poached Lobster, Avocado, Roasted Tomatoes, Hard Cooked Eggs, Prosciutto, Goat Cheese, Tri Color Lettuces, Honey Citrus Tarragon Vinaigrette

946904	Poached Lobster Tail
932652	Avocado
884812	Roasted Red Tomatoes
13927	Hard Cooked Eggs
237715	Prosciutto
905517	Goat Cheese
963981	Radicchio
963989	Belgian Endive
951570	Baby Arugula
Chef Made	Honey Citrus Tarragon Dressing

Breakfast is Served!



Bagels

Plain Bagelettes - sliced, TFF

Lenders.....32587.....144/.9 oz

.9 oz. Lender's Plain sliced bagelette is packed in 4 bags of 36 bagelettes. Thaw and serve this fun version of our most popular bagel.



French Toast

Cinnamon French Toast

Aunt Jemima.....43584.....72/2.55 oz

Aunt Jemima's 2.55 oz. Cinnamon Thick French Toast is a tasty twist on the original. Delicate cinnamon swirls covered with a light coating of whole eggs and wholesome milk make a great tasting breakfast that's quick and easy to prepare.

French Toast - thin sliced, TFF

Mrs Butterworth.....385277.....18/8 ct

Mrs. Butterworth's Original Thin-Sliced French Toast is a 1.5 oz slice of heaven that makes a delicious breakfast that is ready in minutes.

French Toast Sticks

Aunt Jemima.....52221.....1/10 lb

The French Toast Stick by which all others are compared is the .88 oz. Aunt Jemima Original French Toast Stick. Dust 'em, dip 'em or dunk 'em. People just love the great taste and quick and easy preparation.

French Toast Sticks - 180 count, TFF

Mrs Butterworth.....968009.....2/5 lb

Mrs. Butterworth's Original French Toast Sticks are .88 oz of great taste and quick and easy preparation. Dust 'em, dip 'em or dunk 'em.

Original French Toast - TFF

Aunt Jemima.....58592.....12/6 ct

The Aunt Jemima 2.55 oz. Thick French Toast is vitamin-enriched bread, dipped in a hearty batter of wholesome eggs and milk. Make a delicious breakfast that is ready in minutes.

Regular French Toast - 1.5 oz, thaw & serve, TFF

Aunt Jemima.....36631.....1/144 ct

The Aunt Jemima 1.5 oz Thin French Toast is vitamin-enriched bread, dipped in a hearty batter of wholesome eggs and milk. Make a delicious breakfast that is ready in minutes.

Whole Grain French Toast

Aunt Jemima.....865249.....12/6 ct

The Aunt Jemima 2.55 oz. Whole Grain French Toast is vitamin-enriched bread, dipped in a hearty batter of wholesome eggs and milk. Make a delicious breakfast that is ready in minutes.



Pancakes

Original Pancakes

- frozen, TFF

Mrs Butterworth.....46004.....12/12 ct

Mrs. Butterworth's Original Pancake is a 1.2 oz breakfast tradition! Enjoy the mainstay of morning fare that is perfect any time of the day without the fuss of time-consuming preparation. Delicious in minutes!

Original Pancakes

- heat & serve, frozen

Aunt Jemima.....36640.....144/1.2 oz

Aunt Jemima 1.2 oz. Original Pancakes are a breakfast tradition! Enjoy the mainstay of morning fare that is perfect any time of the day without the fuss of time-consuming preparation. Delicious in just minutes!

Silver Dollar Pancakes, TFF

Aunt Jemima.....969755.....16/18 ct

Aunt Jemima's Original .6 oz. Silver Dollar Pancake is big with flavor. Great for buffets and kid's menus, these bite-sized favorites are a hit with people of all ages. Includes vitamin-enriched flour and whole eggs. Look in our recipe section for other unique serving suggestions!

Whole Grain Pancakes

Aunt Jemima.....880471.....12/12 ct

Aunt Jemima Whole Grain Pancakes are made with Whole Wheat and are a good source of Dietary Fiber.



Waffles

Original Waffles - square, TFF

Aunt Jemima.....28757.....144/.8 oz

Aunt Jemima's Original Square Waffle is .8 oz. of the classic American waffle with calcium and vitamin-enriched flour for good health. The best way to start your morning.

Waffles - jumbo, square, TFF

Mrs Butterworth.....58922.....144/1.27 oz

Mrs. Butterworth's Jumbo Square Waffles start your day off with a square meal in the morning. This 1.27 oz. classic American waffle is made with vitamin-enriched flour for good health.

**LOG
CABIN**



Maple Pancake Syrup

Log Cabin.....34609.....4/1 gal

Since 1888, log cabin syrup has delivered that "real" maple syrup taste that everyone remembers and appreciates. When you serve log cabin, your customers will taste the difference, and your breakfast business will be a lot sweeter as a result. So don't settle for anything less than log cabin - the taste that "takes them back to old Vermont."



Hamburger Dill Pickle Chips

- Crinkle Cut - Flex Pack

Vlasic.....877103.....8/5.5 lb

Vlasic is a America's preferred pickle. Farm fresh cucumbers are cured in our "old world" seasoned brine for that unsurpassed distinctive Vlasic taste. Our Flex Pack is a Vlasic innovation that's easy to store, transport and open. Less packaging waste than 5 gallon pails.



WAKE UP & SMELL THE COFFEE

Personalize A Beverage Program That Delivers Profits



FRAC PACKS

951819	100% Colombian Coffee	84/2.5 oz
951817	Breakfast Coffee Blend	42/2.25 oz
951821	Epicurean Coffee Blend - <i>Costa Rican,</i> <i>Guatemalan, & Colombian Arabicas</i>	107/2.25 oz
985531	French Vanilla Coffee	20/2.25 oz
985532	Hazelnut Coffee	20/2.25 oz
951824	Guatemalan Dark Roast Coffee	42/2.75 oz
951818	Decaf Coffee	42/2 oz
985533	Decaf 100% Colombian Coffee	84/2.5 oz

BULK COFFEE

995736	100% Colombian Coffee - Gem Pack	48/7 oz
951799	100% Colombian Coffee - Urn Pack	24/14 oz
974724	Decaf Coffee - Urn Pack	24/14 oz

BEANS

985534	Whole Bean - 100% Colombian Coffee	4/5 lb
75733	Whole Bean - Decaf 100% Colombian Coffee	4/5 lb
73624	Whole Bean - Epicurean Coffee Blend - <i>Costa Rican,</i> <i>Guatemalan, & Colombian Arabica</i>	4/5 lb

CUPS AND BOWLS

951797	Hot Cup - 12 oz	20/50 ct
951796	Hot Cup - 16 oz	20/50 ct
951776	Lid - 12-20 oz with tear tab	1/1000 ct
951782	Lid - 12-20 oz dome, black	1/1000 ct
962476	Urn Coffee Filter - 18 x 6	2/250 ct
951775	Glass Decaf Coffee Pot - orange rim	3/1 ct
951773	Glass Regular Coffee Pot - gold rim	3/1 ct



With three generations of coffee experience, J.B. Marshall brings strong brand identity and customer loyalty. Whether you are serving fine dining, family style or catering applications, Vic DiClemente, AFI Beverage Specialist, can create a complete program for you. Contact Vic at 732.581.5863.

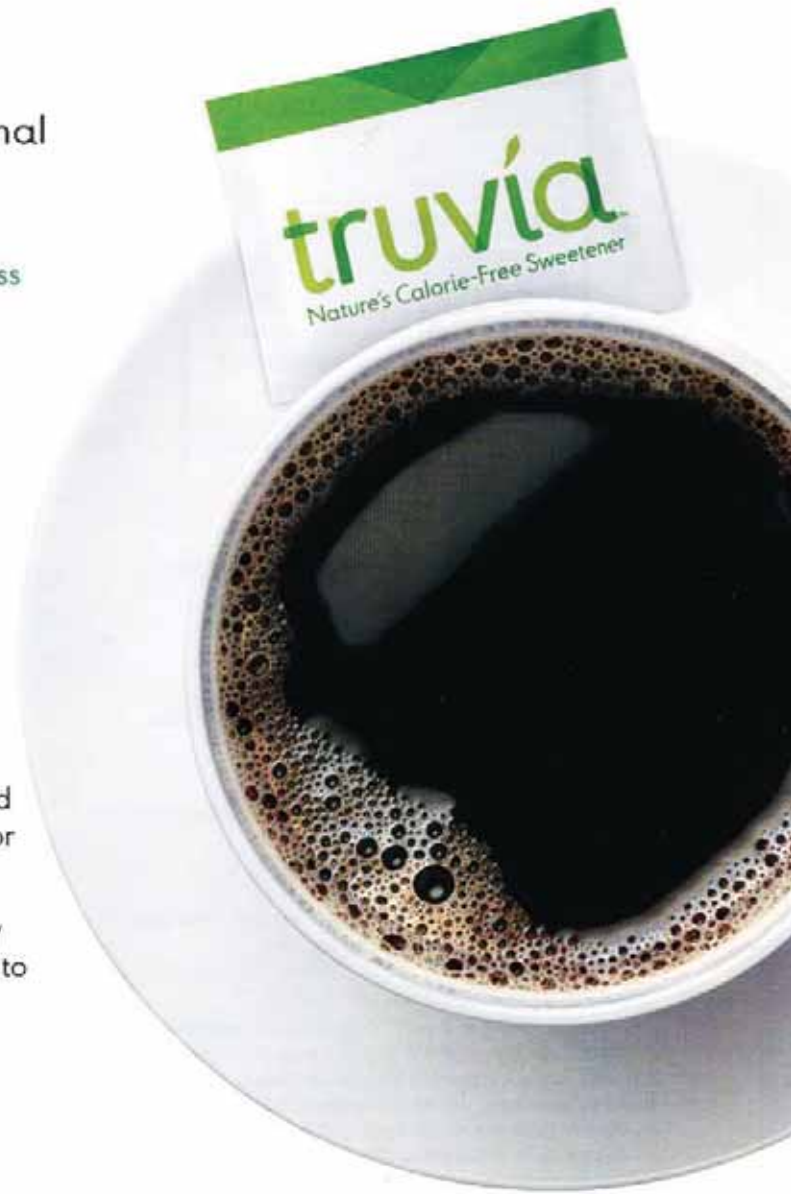
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PROVIDING QUALITY FOOD RELEASE PRODUCTS TO FOODSERVICE

NEW!



High Heat Canola Pan Coating Spray

Trans Fat Free

Vegalene

954476.....6/16.5 oz

Canola High-Heat allows foodservice operators to cook, sauté and bake at high temperatures – on any surface – and get premier pan release performance along with trans-fat-free goodness. High-heat dishes will release easily and maintain their visual appeal, reducing throwaways and increasing operator profits. In addition, Vegalene® Canola High-Heat will not gum up pans and skillets, so cleanup is simplified and pan life is extended



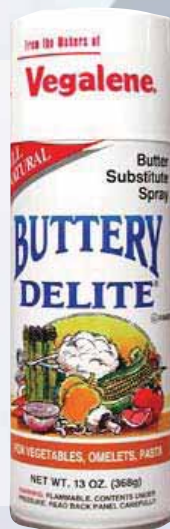
No Stick Baker's All Purpose Pan Spray

Soy oil based

Bak-Klene®

46477 6/13 oz

Bak-klene All Purpose is a unique, proven suspension of starch granules in natural vegetable oils to make all sweet goods release from pans easily and look and taste lighter and more moist. No need to "grease and flour".



Butter Substitute Oil Base Spray

Buttery Delite®

975618.....6/13 oz

Here's all the flavor of butter without the hassle. Buttery Delite eliminates the waste common place with brush-on liquid margarine. Use this healthy alternative just the way you would use butter, on grilled sandwiches, toast, breadsticks, rolls, steamed vegetables - anything that's on your menu. Spray it before or after cooking.

No Stick Bread Pan Release Spray

Oil Based

Bak-Klene®

209808....6/14 oz

Specially formulated for use on bread pans and screens, this homogenized blend of vegetable and mineral oils provides clean, easy, uniform release while reducing gummy build-up. Ideally suited for fresh, par-baked or frozen doughs, Bak-klene Bread Pan Coating will give better yields and rich golden crusts.

Waffle-Off Cooking Spray

Vegalene

997170.....6/14 oz

Less spraying, less build-up, less clean-up. Vegalene Waffle Off requires 1/3 less product to produce usable waffles. You can expect a yield of 3 to 5 waffles between sprays once the iron is conditioned.

Pure Vegetable Blend Aerosol Pan Coating Trans Fat Free

Vegalene

3113.....6/14 oz

46490.....6/21 oz

Patented three oil blend - no alcohol or water added - kosher and pareve



Joel Blice

Campus Executive Chef,
University of Pennsylvania

Chef Joel Blice is looking forward to the first crates of asparagus this year more so than ever before. As Campus Executive Chef at the University of Pennsylvania, Chef Blice will welcome the green shoots of spring's earliest vegetable as a reassuring harbinger of another year of a close and mutually beneficial partnership with local farmers. He and his staff prepare 45,000 meals per week at nine dining establishments on campus by adhering to the highest standards of sustainability.

"Our number one concern here is to prepare fresh and tasty food from scratch utilizing locally raised and grown food," says Chef Blice who joined the Penn food service provider Bon Appétit Management Company two years ago.

The culture of Bon Appétit is based on a total commitment to environmental responsibility. This means that the ingredients in Chef Blice's kitchen are locally grown, his meat and poultry come from certified humanely raised animals and the milk is from cows not treated with a bovine growth hormone. And when students and faculty pick a fish dish from his menu, they are enjoying ocean-friendly seafood.

As a 1980 graduate of the Culinary Institute of America with extensive work experience at various colleges across the country, Chef Blice is passionate about learning and teaching. He says what motivates him every day is the tremendous knowledge on campus, his interaction with local growers, and his team of dedicated chefs who are as excited about the culture of environmental responsibility as he is.

Chef Blice credits his mother for his appreciation of fresh food made from simple ingredients. He lives with his wife Grace and dog Marny in Ardmore, PA.

"I love these griddle cakes. We freeze Lancaster County corn near the end of the season so we can enjoy the flavor of summer in the cold days of winter. We also use a locally grown and milled flour for this as well as local butter and honey. Our hydroponic garden supplies us with fresh Rosemary and other herbs year round."



Savory Corn Cakes

- 8 ears of corn, husks and silk removed
- 3 ounces Hendricks Farm Keystone Classic cheese, grated
- 1 ½ cups milk, rBGH free
- 4 eggs, Cage free, Certified Humane, of course, lightly beaten
- 4 oz. butter
- 2 cups Daisy Organic flour (I like the Spelt flour)
- 2 teaspoons baking powder
- 1 teaspoon salt
- Grate the corn into a large bowl. Save cobs for a great stock.
- Add grated cheese, milk, eggs and melted butter.
- Stir until smooth.
- Sift together flour, baking powder and salt.
- Fold dry ingredients into batter, don't over mix.
- Using a non stick pan and some melted butter, pour a ¼ cup batter into pan. Cook as you would a pancake, lightly browned.
- Place in warm oven until all cakes are made.

We serve these with Local Honey that has been infused with fresh Rosemary from our hydroponic garden.

Chef Blice's Savory Corn Cake dish is an example of the strong ethics of sustainability that Bon Appétit adheres to. The corn is grown by local farmers who can extend their productivity through the winter by freezing this key ingredient for this dish. The organic flour is milled at the oldest operating mill in the country close to campus, the honey comes from nearby New Jersey, while the rosemary is grown in Penn's own hydroponic garden. Now, that's "food services for a sustainable future."



Fresh, ready to serve, and full of flavor, Manor Hill Farms Salads from Reser's will increase traffic and build customer loyalty.



Classic Imitation Crab Salad
with celery & mayo
241260.....2/5 lb



Picnic Redskin Potato Salad
with celery & onions
241263.....2/8 lb



Carrot & Raisin Salad
with tidbits of pineapple & mayo
986825.....2/8 lb



Italian Pasta Salad
with rotini, olive oil, herbs
and parmesan cheese
987442.....2/8 lb



Classic Potato Salad
with diced white potatoes,
onions & spices
241262 2/8 lb



Classic Creamy Cole Slaw
with cabbage, carrots
& seasonings
241724.....2/7 lb

Also Try!

Chopped Chicken Liver Spread with onions & hard cooked eggs	237789	3/4 lb
Classic Egg Salad - kosher	241249	2/5 lb
Classic Macaroni Salad	241261	2/8 lb
Classic Tuna Salad	264224	1/5 lb
Classic Tuna Salad	253228	2/5 lb
Creamy Deluxe Mashed Garlic Potatoes	952581	4/5 lb
Fresh Mashed Potatoes	911333	4/5 lb

HIGH PERFORMANCE

VERSATILE IN HOT AND COLD APPLICATIONS



It's easy to take your mayonnaise choices for granted. We're creatures of habit. You've got your trusty brand working for you, why change?

Why? Because West Creek Whole Egg Mayonnaise is crafted to be the finest mayonnaise of its kind - no exceptions, no excuses. We're simply the best tasting and best handling mayonnaise available.

Try West Creek Mayonnaise in place of your existing mayonnaise brand and see what the power of TASTE, TEXTURE and VALUE can do in your kitchen. You'll be happy you made the change.

Whole Egg Mayonnaise

West Creek	Whole Egg Mayonnaise	4/1 gal
West Creek	Mayonnaise	Heavy Duty 4/1 gal
West Creek	Heavy Duty Mayonnaise - tub with liner	1/30 lb

Operators Mail-In Coupon Summer 2010 Corporate Promo

Hot Dogs & Smoked Sausages

Features

- Only tender, USDA-inspected cuts of meat
- Natural hickory smoke
- No MSG added
- Variety of sizes available
- Roller grillable (Gold Medal brand only)

Benefits

- Firm bite and even texture
- Real country flavor
- No artificial aftertaste
- Perfect for every operation
- Will not char/burn on grill; easy roller grill cleanup

Sliced Deli Meats

Features

- Sliced
- Uniform slices
- No MSG
- Multiple individual flex-pack stacks per case

Benefits

- No slicer injuries
- Reliable portion control
- More natural flavor
- Use only what you need

Gold Medal & Silver Medal Burgers

Features

- Individually quick-frozen (IQF)
- 1/8" grind, Ultimate Technology™ process, scored on both sides
- Naturally shaped patties
- No MSG

Benefits

- Preserves natural juices, reduces moisture loss and preserves freshness
- Better bite; quicker, more even cooking
- Homestyle look that appeals to the customer
- No chemical flavor aftertaste

865485.....	Choice Chuck Beef Patties - 4/1, 75/25, frozen.....	40/4 oz
120210.....	Choice Chuck Beef Patties - 80/20, frozen.....	27/6 oz
37484.....	Choice Chuck Beef Patties - 2/1, 80/20, frozen.....	20/8 oz
153063.....	Gold Medal All Meat Hot Dogs 8/1 - frozen.....	1/10 lb
132136.....	All Beef Franks 8/1 - frozen.....	1/10 lb
816387.....	All Beef Franks - 4/1, 6".....	1/10 lb
873916.....	Deli Block Ham 4x6 fully cooked, 10% WA.....	1/13 lb
874049.....	Deli Block Ham 4x6 fully cooked, 35% WA.....	2/13 lb
130540.....	Kielbasa Sausage - smoked, frozen.....	2/5 lb

Please contact Peter Boyd for samples 973-845-6510.

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Offer limited to foodservice operators only. Chain operators must participate as single units. Contracted chain and bid accounts cannot participate. This coupon may be redeemed for a minimum of \$20 up to \$500 per individual foodservice operator. Submit this rebate with copies of distributor invoices or distributor printouts verifying valid products were purchased between May 3, 2010, and July 4, 2010. DISTRIBUTOR PRINTOUTS OR INVOICES MUST INCLUDE THE FOLLOWING OPERATOR INFORMATION: Operator Name, Product Purchased, Number of Cases Purchased, Date the Product was Purchased, Invoice Number and Physical Address. Operators must fill out rebate coupon themselves. Distributor tracking reports do not qualify. Bulk redemptions by distributors and/or DSRs are not allowed. Request must be postmarked no later than August 4, 2010. Offer not redeemable in conjunction with any other offer. Operators may submit more than once until the maximum dollar amount is met; however, the initial submission must be for the minimum requirement of 10 cases. Allow 6-8 weeks for delivery. Incomplete or incorrect submissions will delay payment. Void where restricted, prohibited or banned.

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WWW.FARMLANDFOODSERVICE.COM

PLEASE CHECK THE MARKET SEGMENT YOUR OPERATION/TYPE OF RESTAURANT BELONGS IN:

Are you a new Farmland customer ☐ or current Farmland customer ☐

Commercial

- ☐ Full Service ☐ Independent
☐ Casual/Theme ☐ Local/Regional Chain
☐ Family ☐ National Chain
☐ Upscale/Fine Dining
☐ QSR/Sandwich
☐ Convenience Store
☐ Hotel/Motel/Resort

Noncommercial

- ☐ College/University ☐ Contract Management
☐ Elementary/Secondary Schools ☐ Vending
☐ Business & Industry ☐ Self-Service
☐ Healthcare
☐ Recreational/Entertainment
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☐ Military/Correctional

Number of meals served per day:
_____ Breakfast _____ Lunch _____ Dinner

Approximate Dollar Volume of
Food & Beverage Purchased per year: _____



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WITH SOME EXTRA
CASH
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**Sweet and chili.
In perfect harmony.**



**Real Thai
chilies and a
touch of garlic
for authentic
Asian flavor**

**RedHot® Sweet
Chili Sauce**

267893.....4/½ gallon jugs

- Bring on-trend flavor to every corner of your menu with the sweet-spicy intensity of Frank's® newest sauce.
- Zesty stir-fry sauce for chicken, shrimp and vegetables
- Ready to serve dipping sauce for appetizers
- A base ingredient for creating delicious dips and dressings
- Finishing sauce and glaze for signature entrees



FOODSERVICE
YOU ARE WHAT YOU SERVE™

FIRE UP THE GRILL

and get ready for something tropical!

Mahi Mahi, the Hawaiian name for the Dolphin fish, is perfect for this time of year! It is a very versatile fish for your menu and a great value for your food cost! The best products we can bring you are the products that not only benefit your customers but you and your establishment as well.

Interestingly enough, the name Mahi Mahi is used so that the general public does not confuse this fish with the marine mammal. You may also see this fish sometimes called Dorado. Lean and firm in texture, the meat of Mahi Mahi is slightly sweet with a flavor that resembles swordfish. Often called the most beautiful fish in the ocean because of its distinct, bright coloration, Mahi Mahi, when cooked, is moist and flaky to the bite. Harvested from tropical and sub-tropical waters around the globe, Mahi Mahi was once a by catch of the Tuna and Sword Fisheries but now supports a dedicated Long Line Fishery of its' own.

Lean and firm in texture, the meat of Mahi Mahi is slightly sweet with a flavor that resembles swordfish.

We proudly present to you, Performance Foodservice – AFI Item #935006, 20/8oz Mahi Mahi Steaks which comes skinless and frozen! No labor, no waste and it is delivered to you for about \$6.00 per pound but more importantly, the **portion cost ranges around \$3.00 per steak.**

I am sure you can think of a dozen different ways to prepare this fish but why not do something a little different by taking advantage of this fish's versatility, not to mention the tropical climates conjured up by the exotic name of the fish itself, and serve Sweet and Sour Grilled Mahi Mahi Kabobs! Since the fish is already portioned it is quite easy to cut eight 1 oz cubes from a single steak. I would suggest giving them a quick toss in a teriyaki marinade or seasoned sesame ginger oil. If you are using wooden skewers

try soaking them in pineapple or apple juice. For another point of difference, alternate the Mahi Mahi Cubes with chunks of Mango, Papaya and Pineapple. I would also work wedges of lemons and limes onto the skewers as well. Grill or high heat roast the kabobs and baste them with sweet and sour sauce just before they come off the grill or out of the oven and once more before they are served. Serve this over a fragrant ginger infused Jasmine Rice and garnish with finely sliced scallions!

The bottom line here folks is that no matter what you do with this fish your customers and your food cost will thank you!



By Sam Roselli
Alliance Food Service,
Account Manager
CIA Graduate
sroselli@afifoods.com



Mahi Mahi Fillet Steak

Skinless, frozen.....935006.....20/8 oz

971026	Uncle Ben's	International Grain Jasmine Rice	2/5 lb
80316	Minors	Sweet & Sour Sauce	6/.5 gal
84262	La Choy	Teriyaki Sauce	4/1 gal
27708	Lawry's	Teriyaki Sauce	2/1 gal
158908	Village Garden	Empress Sesame Ginger Dressing	2/1 gal
893460	Dole	Mango Halves - IQF	2/12 count
988585		Fresh Papaya - 48 hour	1/9 count
933286	Sunrich	Golden Pineapple Sections	1/8 lb
915965	Royal Paper	Bambo 10" Skewers	12/1000 count
906577	Royal Paper	Bambo 8" Skewers	12/1600 count
875830	Royal Paper	Bambo 6" Skewers	12/1600 count



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*Great Taste, Premium Quality,
Convenience and Speed.*

**Cranberry
Juice Cocktail**
389069.....12/32 oz



The Ocean Spray® BarPac™ Speed Pour bottle is one of a kind. This system continues to bring convenience and freshness to every bar and restaurant, now in a more eco-friendly bottle. We've reduced the bottle packaging by 23%, taken corrugate out of the case, removed distribution points leading to reduced fuel usage and are now using recyclable PET plastic. Only the Ocean Spray® BarPac™ Speed Pour system offers the unique combination of shelf stability, storability, sustainability and ease of maintenance.

Available in 6 great flavors: Cranberry Juice Cocktail, Bloody Mary Mix, 100% Orange Juice, 100% Pineapple Juice, Sour Mix and 100% White Grapefruit Juice.



**100%
Orange Juice**
389072.....12/32 oz

**100%
Pineapple Juice**
871933.....12/32 oz



**100%
Grapefruit Juice**
389071.....12/32 oz



Sour Mix
389073.....12/32 oz



RESEALABLE PLASTIC JARS
Whole Cranberry Sauce
33690.....6/101 oz



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Fruit Salad

A scrumptious blend of fruit packed in Sun Rich's proprietary solution that locks in flavour and freshness.

Deluxe Orange Fruit Salad with Pineapples, Honeydew, Cantaloupes and Grapes

58259.....1/8 lb



Deluxe Orange Fruit Salad with Pineapples, Honeydew, Cantaloupes and Grapes

71882.....1/24 lb

Fruit Salad Al Fresco

883689.....1/14 lb

Fresh Cut Fruit Convenience & Versatility

933286	Golden Pineapple Chunks	1/8 lb
412380	Grapefruit Segments	1/8 lb
974844	Honeydew Chunks	1/8 lb
948957	Orange Segments	1/8 lb
974908	Cantalope Chunks	1/8 lb

Healthy Snacking: It's In The Bag!

Red Apple Sliced
 850646.....36/2 oz





Just-Cooked Taste for Up to 15 Minutes!

Flavorlasts® Fries - 11/32", skin on.....	McCain	900869	6/5 lb
Flavorlasts® Fries - thick, skin off.....	McCain	954252	6/5 lb
Flavorlasts® Shoestring Fries - 1/4", skin off	McCain	931450.....	6/5 lb

Also Try!

Seasoned Fries - cross cut, skin on	McCain	925319	6/4.5lb
Seasoned Spiral Fries	McCain	60928	6/4 lb
Regular Cut Fries - 3/8", skin on	McCain	2347.....	6/5 lb
Sweet Potato Fries - 3/8", straight cut	McCain	981229	6/2.5 lb
Sweet Potato Fries - 7/16" extra long, fancy, crinkle cut	McCain	880074.....	6/2.5 lb
Sweet Potato Wedges - crinkle cut.....	Harvest Splendor	241419	6/2.5 lb

How do you cut a sandwich?



by Audrey Nash
Sales Development Manager
Performance Foodservice - AFI
anash@pfgc.com

Does it really matter?

This question has been a hot topic for years. Why is this such a big deal? Isn't it still the same sandwich? Studies have shown that the taste and pleasure from eating a sandwich can be effected by the way it is cut and presented on a plate.

If you cut a sandwich on the diagonal – more of the inside filling is exposed to view, it's easier to handle and easier to eat. When you are eating this sandwich – it is more likely that you will taste the sandwich filling (the good stuff) rather than the crust of the bread as the filling will hit your tongue first.

Plate presentation – a sandwich cut in half sitting flat on a plate is rather boring. If you cut them on the diagonal and then stack one end on the other – you create more dimension and appeal. You can do this with wraps as well – taking advantage of every opportunity to add height to the plate. Take advantage of these ideas to create more appealing – perhaps even better tasting sandwiches.

Other suggestions to update your sandwich menu include:

- Roll options include – pretzel rolls, focaccia, Kaiser, rustic, multi – grain, French baguette, ciabatta, pita, tortilla wraps in many flavors and many more...
- Add a signature sauce to your sandwiches and present different sandwiches on different breads and rolls to create excitement.

Many sauces are available ready to serve or we can help you develop a homemade signature spread.

Chipotle Mayonnaise	74242
Bourbon Sauce	44412
Ancho Chile Sauce	862423
Wasabi Sauce	967346 (special order)
Pesto	944841
Plum Sauce	66195
Chile & Garlic	871177
Horseradish Dijon	30081
Honey Mustard	263009



Sandwich cut on the diagonal



Sandwich stacked one end on the other



Royal Dragon™

THE ASIAN EXPERT



Developed for convenience and versatility, our products are easy to prepare and ready to serve in minutes, whether you are deep-frying, baking or steaming.

POTSTICKERS



Vegetable, Turkey, Shrimp or Pork coupled with Chinese vegetables folded in authentic pastry. Perfect for steaming, pan or deep-frying.

Pork Potstickers - 1 oz, trans fat free
206437.....180/1 oz

Shrimp Potstickers - 1 oz, trans fat free
985727.....120/1 oz

Turkey Potstickers - 1 oz, trans fat free
207980.....180/1 oz

Vegetable Potstickers - 1 oz, trans fat free
207976.....180/1 oz

SHAOMAI



Steamed or deep-fried, this delicious combination of shrimp and tender Chinese vegetables is perfect for a variety of menu applications. Serve as an appetizer platter, entrée accompaniment or salad topper.
207978.....360/.5 oz

Shrimp Hargow - .5 oz

994391.....4/60 ct

Vegetable & Shrimp Wonton - .33 oz

207981.....288/.33 oz

Vegetable & Shrimp Shaomi - .5 oz, trans fat free

207978.....6/60 ct

GOURMET POTSTICKERS



A gourmet version potsticker made with paper-thin pastry. Available in chicken, pork or duck.

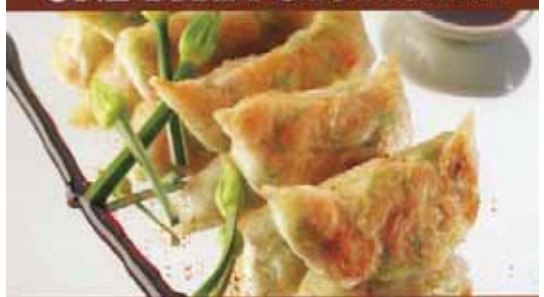
Gourmet Chicken Potstickers .67 oz, trans fat free

254493.....120/.67 oz

Gourmet Pork Potstickers .67 oz, trans fat free

254494.....120/.67 oz

ONE-BITE POTSTICKER



A miniature vegetarian potsticker filled with crisp Chinese vegetables. Perfect for buffets and other large volume applications.

One Bite - Vegetable Potstickers - .5 oz
882880.....300/.5oz

VEGETABLE SPRING ROLL



An Asian vegetarian staple, these delicate pastries are filled with authenticity. Serve deep-fried for a golden brown, crispy texture.

SPRING ROLLS

One Bite - Vegetable

Spring Rolls - .5 oz

882879.....300/.5 oz

Vegetarian Cocktail Spring Rolls

.5 oz, trans fat free

204794.....196/.5 oz

Vegetarian Spring Roll

2.5 oz, trans fat free

932668.....96/2.5 oz

Founded in Southern China, Amoy has led the charge in introducing the world to exciting Asian foods. Amoy's hand-made products are manufactured to exacting standards using century-old traditional Asian recipes. Delight your customers with authentic Asian appetizers, sides and entrees.



KNORR® Dry Mix Soups

Combining versatility with exceptional quality.

These rich and flavorful soups feature savory broths and generous servings of meat, vegetables and pasta.

- Compare with frozen condensed
- Classic and on-trend varieties
- "Just add water" preparation simplicity
- No MSG added
- No trans fat*
- Reduced sodium on many varieties
- All Premium Dry Mixes made with all natural sea salt



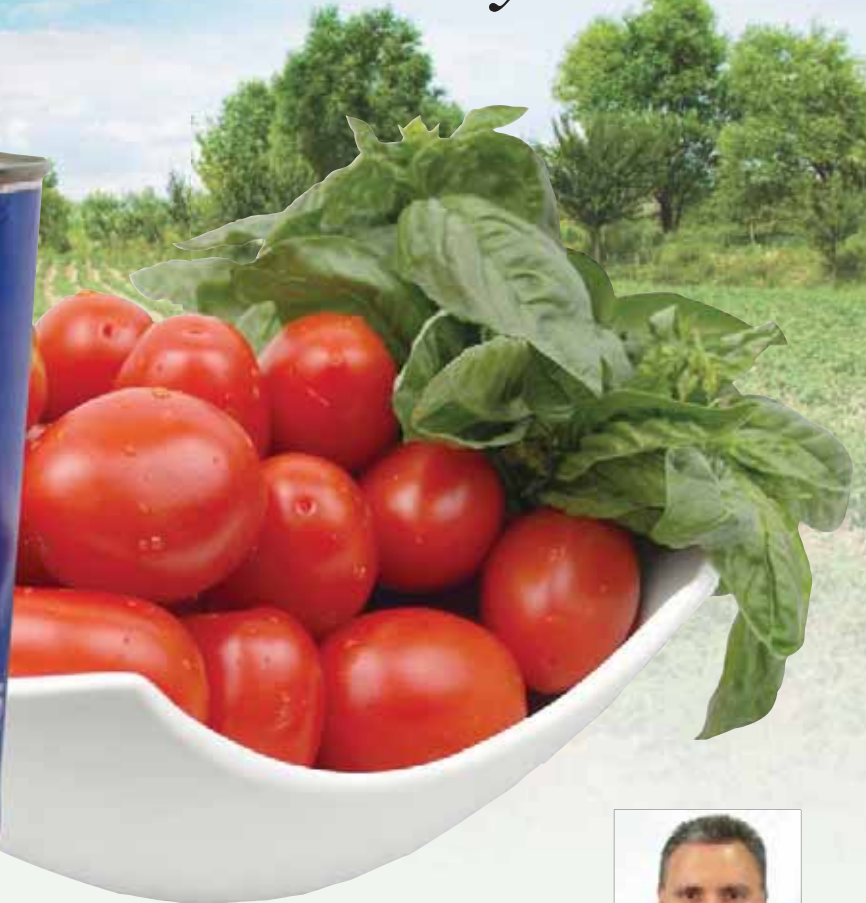
TOGETHER, WE COOK.™



AFI #	DESCRIPTION	P/S	YIELDS
Soup du Jour - Dry Mixes			
982445	Broccoli Cheese	4/19 oz	4 gallons
986496	Chicken Noodle	4/15.4 oz	4 gallons
76862	Chicken Tortilla	4/14.8 oz	4 gallons
986490	Clam Chowder	4/25 oz	4 gallons
907736	Creamy Tomato and Roasted Red Pepper	4/16.8 oz	4 gallons
267634	Minestrone	4/15.13 oz	4 gallons
Side Dish - Dry Mix			
914988	Macaroni And Cheese	4/25.3 oz	3 gallons
Soup Mixes			
66638	French Onion	6/21 oz	18 gallons
59011	Vegetable	6/19 oz	18 gallons

KNORR® Dry Mix Soups offer both quality and convenience. To learn more about the complete KNORR® portfolio of frozen, premium dry and canned soups, contact Anthony Scalzo, Unilever Foodsolutions at (973) 570-7586 or Anthony.Scalzo@Unilever.com

Italian ~~VS~~ California *Tomatoes* *The choice is yours*



Piancone Italian Whole Peeled Plum Tomatoes.....243310

Lou Piancone
Import Specialist,
Performance Foodservice - AFI
908-436-4964



It would not be an exaggeration to say that, for decades the ever popular Italian “pear” (AKA plum or pear-shaped) tomato in juice has been the most used tomato product in restaurant and pizzeria kitchens in many parts of the world. Being the base for many dishes, chefs are continuously in search for the best quality.

With increased demand for consistent quality, my father, Louis G. Piancone, the founder of Roma Food decided to create a tomato brand that would have an identity that would be synonymous with quality. So in the mid 1960’s one of the first Piancone Branded products released was the Imported Italian Whole Peeled Plum Tomatoes packed in Juice with Basil Leaf.

Since its inception, the annual procurement of Italian Tomatoes has been an ongoing project; starting with seed selection to the field location and the condition of the soil in which they are grown. Of course proper irrigation and a few prayers for cooperative weather conditions are thrown in as well. The fruit is harvested at its peak of ripeness and processed with accuracy. By the way, it helps to have a good relationship with the tomato packer. He understands your needs and will always pack a consistent product. With **Piancone Italian Whole Peeled Plum Tomatoes (#243310)** you will find fully ripened, naturally sweet tomatoes, consistent in size and flavor.



Piancone Italian Whole Peeled Plum Tomatoes.....243310

Italian Tomatoes are great when making marinara sauce, especially when used with fish and shell fish. The acidity of these tomatoes marries well with shell fish. Remember, the cooking time is minimal with these tomatoes because of their lack of solids. They can be used with other tomato/pasta applications but if you want more sweetness, then you may need to incorporate some high sugar veggies such as carrots and onions. If you're making a sweeter sauce or a sauce used with meats then my suggestion is to use a California tomato which has more solids and can endure longer cooking time.

For Pizza, Italian tomatoes can be used on their own with a simple hand crushing, the right seasonings of chopped fresh garlic with black pepper, oregano, fresh basil leaves, good grated Pecorino Romano cheese and a little sliced fresh mozzarella will make a simple and delicious pizza.

A more common pizza sauce using Italian tomatoes is to grind them through a food mill and adding them to a California Pizza Sauce and/or All Purpose Ground Tomatoes. This blending also makes for a flavorful pizza sauce. The idea here is to make a pizza sauce with the sweetness of the California fruit and adding the unique flavor and acidity of the Italian tomatoes.

There is no rule of thumb to this. The idea here is to take what Mother Nature produces, understand the differences and use the right tomatoes for the right application. Buon Appetito!

With over 55 years of tomato procurement, I would like to share some tomato information that could help with your menu preparations.

Roma Food was founded in 1955 by Louis G. Piancone

Because Italy and California are the most popular Tomato growing regions, I will explain by comparing the two.

Tomatoes from Italy and California are unique in their own way:

- Italian Tomatoes contain fewer solids than California, thus they contain less sugar which means less structure and minimal cook time
(Important factoids: Tomatoes are made up of pulp, seeds, skin and solids. Solids are one component of the tomato that determines its structure and how it could be used. The Solids are made up of three components- Sugar, Acids and Salt, - sugar being the major component.
- Italian Tomatoes contain more natural acidity than California tomatoes which pairs well with certain foods. The higher acidity will, as with most foods, leave a longer finish on your palate
- Due to the rich soil and ideal climate in Italy, the PH of Italian Tomatoes is usually within a normal range, therefore there is minimal or no need for citric acid which can mask the natural flavor of the tomato. However, the California soil is more alkaline, therefore acid levels in fruit can be lower than in Italy. When acid levels are below range, PH levels tend to run high. This could lead to potential spoilage; therefore some California producers won't take that risk and add citric acid to their product. In addition, the California soil and climate will drive sugar levels higher in fruit than in Italy. Because they are sweeter, the California tomato is considered by chefs to be very versatile for creating many dishes
- As you can see, Solids (sugar), Acid and PH are the most important points to know about this fruit. Both Italy and California do produce unique quality Tomatoes. Due to the fact that they have their own natural characteristics, their kitchen applications can be used accordingly





get to know our family

203368	B&G	Bread & Butter Pickles - chips	4/1 gal
33539	B&G	Dill Pickle Chips - 220 - 250 count	4/1 gal
77734	B&G	Fancy Long Shredded Sauerkraut	24/27 oz
28326	B&G	Gherkin Pickles - whole, sweet	4/1 gal
71333	B&G	Hot Banana Pepper Rings	4/1 gal
998098	B&G	Pickle Chips - straight cut	1/5 gal
33566	B&G	Sliced Hot Red & Green Cherry Peppers	4/1 gal
868772	B&G	Sliced Jalapeno Peppers	4/1 gal
33564	B&G	Sliced Sweet Red Hull Peppers	4/1 gal
33571	B&G	Sweet Red & Green Pepper Strips	4/1 gal
203369	B&G	Sweet Red Pepper Strips	4/1 gal
33565	B&G	Whole Hot Cherry Peppers - red & green	4/1 gal
203371	B&G	Whole Sweet Cherry Peppers	4/1 gal



Regina

27242	Regina	Red Wine Vinegar	4/1 gal
34373	Regina	Sauterne Cooking Wine	4/1 gal
951390	Regina	Sauterne Cooking Wine	1/1 gal
58919	Regina	Sherry Cooking Wine	4/1 gal
121433	Regina	Sherry Cooking Wine	1/1 gal



Polaner

989559	Polaner	Grape Jelly	1/4 lb
4104	Polaner	Grape Jelly	6/4 lb
989562	Polaner	Grape Jelly	6/#10
932147	Polaner	Mint Jelly	1/4 lb
4096	Polaner	Mint Jelly	6/4 lb
4135	Polaner	Orange Marmalade	6/#10
31013	Polaner	Orange Marmalade	6/4 lb
994618	Polaner	Raspberry Preserves	1/#10
4144	Polaner	Red Raspberry Preserves	6/#10
994617	Polaner	Strawberry Preserves	1/4 lb
27891	Polaner	Strawberry Preserves	6/4 lb



Wright's

53884	Wright's	All Natural Hickory Seasoning Concentrated Liquid Smoke	4/1 gal
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Sizzling sales.
Savory tradition.

Introducing the authentic taste of
Mexi-Dog Fully Cooked Chorizo Links.



Mexi-Dog Chorizo Links

4/1, fully cooked, frozen.

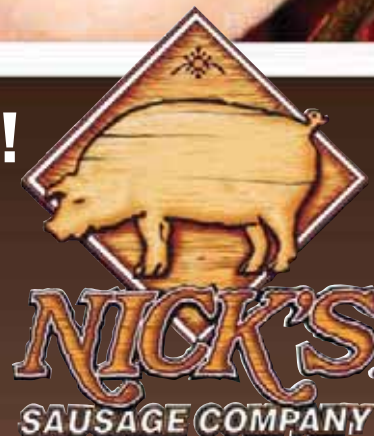
267356.....2/5 lb

Also try Nick's New Specialty Sausage!

Maharlika Sweet Polynesian Chorizo

4/1, raw, frozen

267266.....2/5 lb



For HOT Sales, Wings Still are the Thing!

Wing Dings®
Breaded Wings
Fryable, 1st and 2nd joint, small
32490 2/7.5 lb

All fully cooked and frozen

FRYABLE & OVENABLE

253959.....	Wing Zing® Breast Fillets - breaded, spicy.....	2/5 lb
250666.....	Wing Ding® Breast Fillets - breaded.....	2/5 lb
250707.....	Wing-Zing® Tenderloin - breaded, spicy.....	2/5 lb
250708.....	Wing Ding® Tenderloin - breaded.....	2/5 lb

FRYABLE

862813.....	Boneless Wing Dings® - breaded, breast chunks.....	2/5 lb
32490.....	Wing Dings® - breaded wings, 1st and 2nd joint, small.....	2/7.5 lb
969270.....	Wing Dings® - breaded wings, 1st and 2nd joint, jumbo.....	2/7.5 lb
996951.....	Wing-Zing® - chicken wing sections, 150 piece average, extra spicy.....	2/7.5 lb



2010

Food and Flavor *Forecast*

An interview with Flavor Forecaster, Colleen McClellan,
Food Insight Strategist, McCormick & Co by Krisztina Vida

A

s you dine with family and friends, do you ever wonder why some people gravitate toward the tried-and-true options on the menu while others always seem to try more adventurous choices? We are all influenced by so many factors in life, and our food choices can certainly provide some insight into how our lives are changing, what events and circumstances have an impact on what we choose to cook at home, and what we enjoy while eating out.

It is fascinating to think how the free flow of information through the Internet, global trade, our economic and socio-demographic status, environmental concerns and our growing knowledge of health issues inform us about choices that we make. For food service professionals, it is not only intriguing to know what shapes the public's appetite, it is also critical for success in being able to present the right balance of choices on retail shelves and restaurant menus.

10

Inspiring
Pairings
and Key
Trends
that will
Define the
Year



Turmeric-Spiced Chicken
with Tomato-Avocado Salsa

6

Top 10 Flavor Pairings

1. Roasted Ginger & Rhubarb
2. Thai Basil & Watermelon
3. Caraway & Bitter Greens
4. Bay Leaves & Preserved Lemon
5. Almond & Ale
6. Turmeric & Vine-Ripened Tomatoes
7. Pumpkin Pie Spice & Coconut Milk
8. Roasted Cumin & Chickpeas
9. Creole Mustard & Shellfish
10. Chives & Fish Sauce

3



Grilled Bitter Greens
with Caraway and Peach



Lemon-Bay Tortellini
with Spinach & Wild Mushrooms

4



Fried Green Tomatoes
with Crab & Creole Mustard

9

Colleen McClellan and a team of professionals have literally raised this inquiry into what people like and want to eat to a science at McCormick. The focus of her work is to research, test and validate what flavors, colors and textures consumers like, dislike or are ready to try.

“We conduct both quantitative and qualitative research and observational studies comparing and contrasting a variety of flavors to help understand food trends,” says Colleen who has been with McCormick for 11 years. “Our work not only aids product development, but also helps chefs and marketing professionals create food and menu choices that are in line with those trends.”

According to Colleen, while about 50 percent of people are apprehensive about new flavors, as a society, our palate for more sophisticated and diverse flavors is growing faster than it did 20 years ago. This means that the information from McCormick’s annual food trends and top 10 flavor pairing report is becoming an increasingly valued and useful tool for food service professionals.

In terms of the forecast for top flavor trends for 2010 and beyond, Colleen emphasizes that results of the McCormick research really demonstrate how color, texture and flavor need to work in perfect harmony to create appealing choices.

“Familiar with a twist is how I would summarize what works best on restaurant menus for a changing clientele,” says Colleen. “We know chefs want to remain true to their art and we hope our flavor pairings provide some inspiration for their culinary masterpieces from appetizers to main dishes, from cocktails to desserts.”



- Creating a menu starts with understanding your audience—the dining public. It is no surprise that the economic environment over the last few years along with the availability of a wide variety of specialty products in grocery stores has made it easier for consumers to create restaurant-style meals and flavors at home. McCormick calls this trend **“In Is the New Out.”**
- The **“Always in Season”** trend is influenced by the public’s eagerness to have seasonal produce all-year-round by using and enjoying pickled fruits and vegetables.
- **“Meatless on the Menu”** is fast becoming a must for restaurants that are looking to cater to the needs of a growing vegetarian population and those customers who are driven to find more healthful and low-calorie choices.
- **“Ethnic Sizzle”** underscores the popularity of global flavors and the need to offer this choice for a more open and globally aware consumer-base.
- **“New Comfort Cuisine”** pays homage to a renewed appreciation for the integrity of ingredients and traditional cooking techniques that bring a bit of culinary surprise to our favorite comfort foods.
- And last but not least, **“Where the Cocktail Meets the Kitchen”** highlights the trend that even on the cocktail menu, customers are looking for something different than what they too can shake or stir up from ingredients in their own refrigerator and liquor cabinet.



Ingenuity
For Your Kitchen

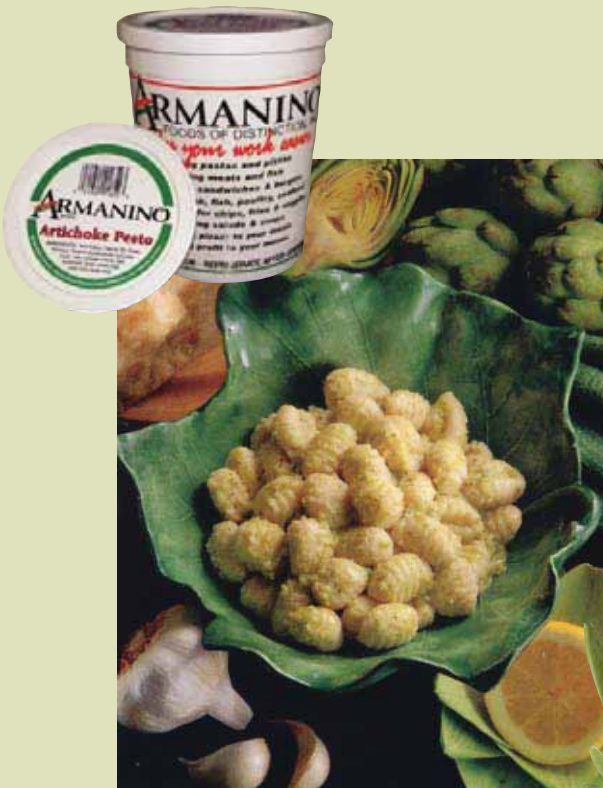


Armanino Artichoke Pesto

Quick'n'Easy Money-Saving

Armanino Artichoke Pesto

Straight from the container, makes
a marvelous dressing for cooked pasta
or rice, or the gnocchi below



Artichoke Pesto Sauce

849908.....3/30 oz

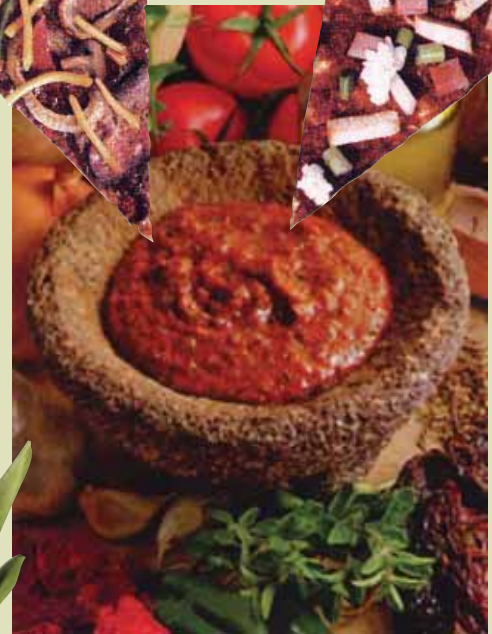
Texas Philly Pizza

Chipotle Pesto Pizza with Grilled
Steak & Onions, Mushrooms, Red
& Green Pepper, Cheddar



Quintana Row Pizza

Chipotle Pesto Pizza with
Chicken, Ham, Soft Goat Cheese,
Black Olives and Scallions



Southwest Chipotle Pesto Sauce

917310.....3/30 oz





Quality Assurance

by Jie Li, Ph.D.,
QA Manager,
Performance Food Group - AFI
jli@pfgc.com

Safe Handling of Fresh-Cut Leafy Green Salads



Fresh-cut leafy greens are an indispensable part of a catering menu. While designing a healthy menu full of

leafy greens, did you realize the health risk of improperly handled or contaminated cut vegetables? As a matter of fact, there has been enough evidence for the Food and Drug Administration (FDA) to name “**cut leafy green**” as one of the “Potential Hazardous Food” or “TCS (temperature control for safety) Food” (in addition to cut melons and cut tomatoes) since 2009.

The rationale is simple – the cutting or shredding action breaks the natural physical barrier and self defense processes of the leafy greens. It creates opportunities for microbial invasion of the exposed tissue and the high moisture content and low acidity both create a perfect environment for the growth of

microorganisms. Bagged fresh cut leafy greens usually last 12 – 16 days. If the cut leafy greens are temperature abused (held at 41°F above), pathogens can grow before the product shows signs of spoilage. **That means the leafy greens might be contaminated while still looking fresh and safe.** The pathogens often found associated with cut leafy greens are E. coli O157:H7, Salmonella spp. and Listeria monocytogenes etc., just to name a few.

Cut leafy greens may be contaminated a number of ways in the field-to-fork supply chain. If there is no kill step applied, **post harvest washing steps can't remove the contamination 100%.** The FDA urges operators at retail and foodservice levels to take important steps to keep greens safe. Most important are employee hygiene/handling, using water of adequate quality, and preventing cross-contamination.

FDA Recommendations

- Keep cut leafy greens under refrigeration (<41°F) to minimize bacterial growth and delay deterioration of the product
- Do not use leafy greens with visible signs of decay or damage
- Wash raw leafy greens thoroughly in water to remove soil and other contaminants before use but **DO NOT rewash packaged produce labeled ready to eat, washed or triple washed**
- Clean and sanitize all equipment and utensils that come in contact with cut leafy greens
- Wash hands thoroughly with soap and water before cutting or handling (cut) leafy greens and rewash hands as necessary
- Use gloves to avoid cross-contamination
- Establish a policy for the storage time of cut leafy greens prepared on site and label the product properly with “prepared on” or “best if used by” date
- Follow manufacturer’s instructions for the product such as “keep refrigerated” or “best if used by”
- Train and educate all potential handlers of cut leafy greens in your operation about the food safety guidelines from FDA to minimize hazards from leafy greens

If you have questions on this subject or any food safety issues, please contact Jie Li, Ph.D; Quality Assurance Manager at Performance Foodservice – AFI at 908-436-4916.



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Tuscan Macaroni & Cheese



Item #	Brand	Description	Pack/Size
68 975164	Land O Lakes	Golden Velvet Processed Cheese - yellow	6/5 lb



All Trans Fat Free Frozen • Ovenable



Pecan Crunch Natural Tilapia Fillets - 4-5 oz

Viking.....872052.....1/10 lb

Natural Tilapia Fillets topped with Crunchy Pecans.



Pollock Fillets with Lemon Pepper - 4 oz

We have combined our award-winning Pier 17 style coating with a lemon pepper blend for a truly unique product. Great for either casual or elegant dining. Portion control and easy preparation will ensure your profits.

951324.....1/10 lb



Pollock Fillets - 4 oz

Pier 17 Healthy Lites.....886758.....1/10 lb

The same great taste as our Pier 17 style products with less than 21% calories from fat. This product exceeds the American Heart Association's recommendation that the daily diet consist of not more than 30% calories from fat. We've done better with our new "healthy lites."



Precooked Breaded Potato Crunch Alaskan Pollock - 3.6 oz

Viking.....986579.....1/10.35 lb

"THERE ARE STIX IN THE MIX." This uniquely great tasting item is made with potato sticks. Portion controlled - easy preparation - "CN" approved. Great for school programs, elderly feeding programs, Luncheon menus.

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BROTHERS

FOOD SERVICE PRODUCTS

Catelli Brothers works with the best network of veal & lamb producers nationwide, each of whom adhere to our high quality and production standards. We are the largest veal & lamb packer in the U.S. because we provide our customers with the highest quality veal & lamb at competitive prices.



ALL LAMB ITEMS

877085... Choice Cubed Lamb for Stew - 1X1, frozen	1/10 lb
601167... Domestic Lamb Hindshank, frozen.....	1/10 lb avg
897780 ... Frenched Lamb Rack 9 Bone, fresh	6/2.2 lb avg
266969... Ground Lamb - frozen.....	5/2 lb
914381... Loin Lamb Chops - frozen	40/4 oz

ALL VEAL ITEMS

957570 ... Frenched Veal Chp Ribs - end cut, frozen	12/8-12 oz
916726... Frenched Veal Rack Chops - 1st cut, frozen.....	12/14 oz
916727 ... Frenched Veal Rib Chops - center cut, frozen	12/12-14 oz
245680... Frenched Veal Rib Chops - center cut, frozen	12/10-12 oz
253501... Osso Buco Veal Foreshank - 3", frozen	8/18-22 oz
851316... Veal Hip Cutlets - boneless, 4 oz, fresh.....	10/1 lb
882892... Veal Leg Marrow Bones - frozen	1/50 lb
864350... Veal Meatballs - .5 oz, fully cooked, frozen	1/10 lb avg
869487 ... Veal Meatballs - 1 oz, fully cooked, IQF	2/5 lb
954564... Veal Osso Buco - fully cooked, frozen.....	12/16-18 oz
864590... Veal Sirloin Hips - fresh	1/10 lb avg
235795... Veal Slices - pinned and pounded, 2 oz, fresh	2/5 lb
857658 ... Veal Slices - pinned and pounded, 5 oz , fresh	1/10 lb avg
945917 ... Veal Top Round - raw.....	1/3 ct
857658 ... Veal Slices - pinned and pounded, 5 oz , fresh	1/10 lb avg
945917 ... Veal Top Round - raw.....	1/3 ct
235795... Veal Slices - pinned and pounded, 2 oz, fresh	2/5 lb
857658 ... Veal Slices - pinned and pounded, 5 oz , fresh	1/10 lb avg
945917 ... Veal Top Round - raw.....	1/3 ct

DELIVERING QUALITY
SINCE 1946
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You don't have to sacrifice *taste* or *performance*
for a healthier cheese!



QUALITIES:

- Superior melt qualities
- Rich flavor
- Lower fat and cholesterol
- Less oil release
- Reduced prep time
- Convenient pack sizes
- Beautiful plate presentation

CORAZO
QUESO AUTÉNTICO



Your guests will love the rich taste of *CORAZO*...and they won't believe it is lower in fat, cholesterol and has fewer calories than regular Cheddar. *CORAZO*'S superior melting attributes and low oil release make it ideal for any restaurant, school, college or healthcare cafeteria. Use in place of Monterey Jack and Cheddar for beautiful results...simply choose your pack size, shred and color option. When your recipe calls for cheese, say *CORAZO* and smile!

235402.....Queso Amarillo Reduced Fat Cheddar - Feather Shred.....4/5 lb

235408.....Queso Amarillo Reduced Fat Cheddar/Queso Blanco Reduced Fat
Monterey Jack - 50/50% - Feather Shred.....4/5 lb



Old World Traditions. New World Creations.

All Fully Cooked and Frozen

37744	Meatballs - 2 oz, fully cooked	80/2 oz
37745	Meatballs - 1 oz, fully cooked	160/1 oz
37746	Meatballs - 1/2 oz, fully cooked	1/10 lb
250591	Chicken & Beef Meatballs - fully cooked, frz	160/1 oz
860227	Beef & Chicken Meatballs - fc, frz	320/.5 oz



Canned Entrées and Broths

Foodservice products that offer outstanding quality and value

West Creek™ is proud to offer a versatile line of quality canned entrée products. You can now enjoy serving up all the flavor of home cooking in the convenience of a can.

West Creek products meet or exceed demanding standards, ensuring outstanding quality, consistency, and value.

- Ready to use products with a home made look and made from scratch flavor.
- Go from shelf to homestyle entrée in no time.
- Consistent product quality and performance from can to can and year to year.
- Product versatility to get you from breakfast through dinner.



Entrées

Chili Con Carne - without beans - Trans Fat Free
Chili Con Carne - with beans - Trans Fat Free
Hearty Corned Beef Hash - TFF and Gluten Free

Pack

6/#10
6/#10
6/#10

PFG#

873943
873944
873942

Broth

Chicken Broth, no MSG, Trans Fat Free, Gluten Free
Beef Broth, no MSG, Trans Fat Free, Gluten Free

12/49 oz
12/49 oz

873948
873947



PERFORMANCE
FOODSERVICE - AFI

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Meet Our Associates



Louis M. Piancone

Department: Procurement

Title: Marketing/Procurement Analyst - Import Specialist

With AFI for: 6 months, at Roma New Jersey since 1973.

Lives in: Piscataway, NJ - originally from Asbury Park.

Family members: My wife's name is Madeline and my daughter's name is Marissa. She is 12 years old.

Hobbies: Winemaking, gardening, cooking & golf.

Favorite Sports/Teams: Baseball & Football, NY Mets and NY Giants.

Brush with fame: Achieving 6 Medals, 2 of which were gold in the American Wine Society's 2008 National Wine Competition. This put me 38th in the country for amateur winemakers with this organization in 2009. I also achieved three Best of Show awards in other wine making competitions, as well as many other awards for winemaking since 1992.

Describe your job: Utilizing my 38 years of experience in foodservice with procurement and also assisting with product selection and marketing of specialty, imported Italian food products.

Associate Quote: Treat others as you like to be treated. Take pride in your work and let your passion flow.

What's your favorite food? Most certainly Italian, but one of my favorites is a good Certified Angus Beef® Grilled Porterhouse cooked medium with a good glass of Cabernet Sauvignon.



Tiffani Patrick

Department: Purchasing

Title: Buyer

With AFI for: 3 months

Lives in: Ridgefield Park, NJ

Hobbies: Shopping! Dancing, going to the beach...but what I really want is to get a motorcycle license.

Favorite Sports/Teams: Swimming

Brush with fame: I'm not sure if this counts, but my grandfather started Alacer Corp. in California. They are a vitamin manufacturer and make Emergen-C. My family still owns the corporation that I have worked for in the past, and when I see the commercials I feel proud that it's still in my family.

Describe your job: I am kept very busy, from placing the orders to making sure the product gets here in time and making sure vendors are charging us the correct prices. I'm learning something new every day about items and what they are used for.

What's your favorite food? Italian



James Taskalos

Department: Sales

Title: Account Manager

With AFI for: 6 1/2 years.

Lives in: Montvale, NJ

Family members: My Wife Joan and my son Nicholas.

Hobbies: Country Music

Favorite Sports/Teams: NY Giants!

Associate Quote: "It's all about you 'THE CUSTOMER'."

What's your favorite food? I enjoy Italian, Mediterranean and Asian cuisines.

What have you done in your foodservice career?

I have been a manager of New Jersey Meadowlands Sports Complex; Assistant Director of Food Service at Pocono Medical Center; Production Manager/Retail Operations Manager Holy Name Hospital; Healthcare Specialist for major Metro New York Food Broker Board. I am currently a member of Greater New Jersey Society of Healthcare Food Service Administrators (GNJSHFSA) and a leading Healthcare Sales Rep for PFG-AFI specializing in hospitals, nursing homes, and assisted living facilities. I was the winner of the National Performance Food Group Chairman's Award in 2007.

Congratulations!



Drivers

March 2010



Kirk Faines



Quinton Simpson



Hugo Almada



Jacek Szeszol



William Biondi

April 2010



Kirk Faines



Will Almada



Hugo Almada



Nelson Blanco



Anthony Lofton

May 2010



Kirk Faines



Quinton Simpson



Anthony Lofton



Gustavo Rios



Anthony Hill

Warehouse

March 2010



Jorge Lawrence



Sergio Sierra

April 2010



Suad Imamovic



Senad Jasarevic

May 2010



Angel Cano

Cesar
Navarro

Quality Delicious Flavors



Nothing but the highest quality for your customers. Seriously rich ice cream at 12-15% butterfat.

Chocolate Fountain Ice Cream 237948 1/3 gal
Strawberry Fountain Ice Cream 237949 1/3 gal
Vanilla Fountain Ice Cream..... 237961 1/3 gal



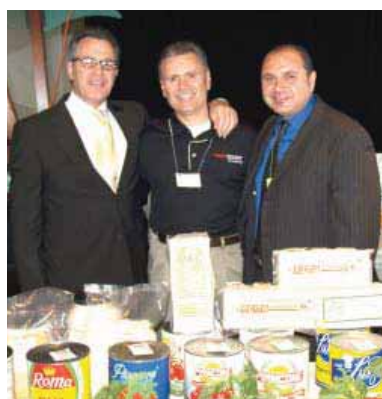
“Hood® Ice Cream has the rich, creamy ice cream parlor taste we all remember! All of the delicious flavors are made with quality Hood cream and ingredients. Quality 10-12% butterfat ice cream at competitive prices.

Butter Pecan Ice Cream 947717 1/3 gal
Chocolate Ice Cream..... 947714.... 1/3 gal
Coffee Ice Cream 999148 ... 1/3 gal
Cookies & Cream Ice Cream..... 947719.... 1/3 gal
Heath Toffee Snickers Ice Cream 947716.... 1/3 gal
Mint Chocolate Chip Ice Cream 947718.... 1/3 gal
Pistachio Ice Cream 947715.... 1/3 gal
Strawberry Ice Cream..... 947720 ... 1/3 gal
Vanilla Bean Ice Cream 947722 ... 1/3 gal
Vanilla Ice Cream..... 947711.... 1/3 gal

Sherberts

Orange Sherbert 251754 1/3 gal
Rainbow Sherbert 251753 1/3 gal
Raspberry Sherbert..... 947710 1/3 gal

Jersey Shore Show



Overlook Hospital



Michael Atanasio, Director of Food & Nutrition and Todd Daigneault, Executive Chef of Overlook Hospital in Summit, New Jersey are advancing to the **National Association of Healthcare Foodservice (AHF) Culinary Competition** in Austin, Texas after winning the regional competition. Stay tuned for the final results.

Michael Atanasio, Director Food & Nutrition ;
Todd Daigneault, CEC, Executive Chef



Chef Todd's Tropical Chicken Roulade

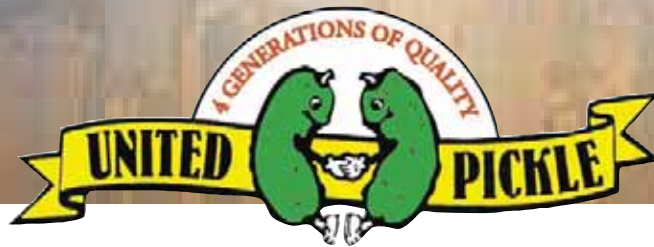
Fisher®

With Fisher® you can turn an average appetizer, main course or dessert into something a little more special.

896727	Almonds - slivered and blanched - raw	1/400 oz
898257	Roasted Cashews - fancy, salted, 240 ct, TFF	1/80 oz
905861	Macadamia Nuts	1/80 oz
905828	Chinese Pine Pignolias, TFF	1/5 lb
228526	Roasted Pistachios - whole, shelled, TFF	1/5 lb
897774	Roasted Mixed Nuts with Peanuts - salted, TFF	3/2 lb
881425	Granulated Peanuts, TFF	3/2 lb
228307	Roasted Peanuts - salted, blanched, TFF	1/5 lb
893996	Pecan Halves - fancy, medium	1/5 lb
897769	Pecan Pieces - fancy, medium, TFF	3/2 lb
878583	Pecan Pieces - fancy in box, medium	1/30 lb
897770	Walnut Halves & Pieces, TFF	3/2 lb
878805	Walnut Pieces Frosted with Honey in mylar bag	3/2 lb



Fisher Nut
Walnut Pieces Frosted
with Honey in mylar bag
878805.....3/2 lb



Made in Bronx, New York

United Pickle has made pickles since the 1800's and is the oldest continually operating pickle company in the city.

United has made the pickles that make New York City the Pickle Capital Of The World!



Fresh Kosher Chips

877323	Dill Pickle Chip - 1/8, crinkle cut - 1380 ct.....	5 gal pail
949702	Dill Pickle Chip - 1/4", crinkle cut - 3000 ct.....	5 gal pail
882075	Dill Pickle Chip - 1/2", smooth cut - 700 ct	5 gal pail
949711	Dill Pickle Spears - 250 count	5 gal pail
892974	Dill Pickle Spears - 300 count	5 gal pail
949699	Whole Dill Pickle - 55-65 count	5 gal pail
949695	Whole Half Sour Pickles - #6 - 30-35 count	4 gal tub
949710	Whole Half Sour Pickles - #2 - 200-250 count.....	6.5 gal keg
949698	Whole Sour Pickles- #5 - 40-50 count	4 gal tub
949704	Whole Dill Pickle - #3 - 110-150 count	6.5 gal keg
949691	Sauerkraut.....	5 gal pail





sweet and simple

TM

**Looking
for more
convenience
in your
dessert
operation?**

**Pre-scooped ice cream
will take the work out of
delicious desserts!**

Vanilla Ice Cream

Pre scooped
869956.....36/4.5 oz



DELICIOUS ...NATURALLY

Original Kettle Cooked Chips

267322.....104/1 oz



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for customers!**

Contact Dorit Shur at 917-846-4716
or Dorit.Shur@pepsico.com for marketing
support and signage.



Introducing Pomegranate Blueberry

Taste the goodness
of fruit juice with
**50% less sugar
and calories**

No artificial sweeteners



242458.....Orange Juice with calcium.....12/12 oz
268320.....Pomegranate Blueberry.....12/12 oz

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Foodservice products that offer outstanding quality and value.



West Creek™ is proud to offer a quality line of frozen, ready to whip, and whipped toppings--perfect for dressing up your dessert menu. West Creek products meet or exceed demanding standards, ensuring outstanding quality, consistency, and value.

Features:

- Naturally creamy flavor and appearance
- Superior stability and performance
- Two years frozen shelf life
- Two weeks thawed shelf life
- Zero ounces of trans fat per serving
- Versatile packaging options

Pastry Bag

- Ultimate convenience
- Plastic pastry bag includes star decorator tip

Ready to Whip Jug

- Ideal size for most kitchens
- Easy to handle, tamper-proof, resealable jug
- Produces approximately 140 ounces of whipped topping
- Versatile as topping, filling, or ingredient

Products:

875635	Ready To Whip Topping Jug, TFF	12/35 Oz
199415	Whipped Topping, 20% Aero, TFF	12/14 Oz
199416	Non Dairy Whipped Topping, Aero	12/14 Oz
875636	Ready To Use Whipped Topping Bag, TFF	12/16 Oz



Squeaky Clean.



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For more information on cleaning supplies and programs, please contact Vic DiClemente, AFI Specialist, at 732-581-5863.

 **PERFORMANCE**
FOODSERVICE - AFI